

An Exploratory Study of Consumer Purchase Decision Drivers at Barley Store Tulungagung

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ABSTRAK

Penelitian ini dilatarbelakangi oleh pesatnya perkembangan bisnis fashion yang memicu meningkatnya persaingan antar toko fashion di Tulungagung. Kesamaan produk yang ditawarkan di pasar membuat konsumen harus memilih di antara berbagai alternatif yang tersedia. Saat ini, pembelian produk fashion tidak lagi semata-mata untuk memenuhi kebutuhan dasar, tetapi juga telah menjadi bagian dari pemenuhan gaya hidup. Oleh karena itu, para pelaku bisnis fashion perlu memperhatikan faktor-faktor yang memengaruhi konsumen dalam proses pengambilan keputusan pembelian. Penelitian ini menerapkan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik pengambilan sampel menggunakan non-probability sampling dengan metode quota sampling, sehingga diperoleh 150 responden yang merupakan konsumen Barley Store Tulungagung. Data yang digunakan merupakan data primer yang dikumpulkan melalui kuesioner. Analisis data dilakukan dengan regresi linier berganda, dan hasil penelitian menunjukkan bahwa desain produk, promosi, dan citra merek berpengaruh signifikan terhadap keputusan pembelian konsumen di Barley Store Tulungagung.

ABSTRACT

This study is motivated by the rapid growth of the fashion industry, which has intensified competition among fashion stores in Tulungagung. The similarity of products offered in the market compels consumers to choose from a variety of available alternatives. At present, the purchase of fashion products is no longer solely aimed at fulfilling basic needs but has also evolved into a means of meeting lifestyle demands. Therefore, fashion business actors must pay close attention to the factors that influence consumers in the decision-making process of purchasing. This research adopts a quantitative approach with an associative research design. The sampling technique employed is non-probability sampling using the quota sampling method, resulting in a total of 150 respondents who are customers of Barley Store Tulungagung. The data utilized in this study are primary data obtained through questionnaires. Data analysis was carried out using multiple linear regression, and the findings reveal that product design, promotion, and brand image have a significant influence on consumer purchase decisions at Barley Store Tulungagung.

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1. INTRODUCTION

Business is an organized activity carried out by individuals to produce and sell goods or services in order to gain profit and fulfill societal needs. As public needs and preferences continue to grow and diversify, businesses are evolving by offering more modern and innovative products. This demands business actors to be increasingly creative in facing intense competition. To achieve success, companies must understand consumer behavior — including how, when, and why consumers make purchases, as well as who influences those decisions. Purchase decisions are the result of a long process involving the identification of needs, information search, evaluation of alternatives, the actual purchase, and post-purchase behavior — all of which affect consumer choices regarding a brand (Supriyatna, 2020).

Consumer purchase decisions can be measured through several indicators that reflect consumer behavior toward products of a particular brand, such as confidence in making a purchase after obtaining product information, choosing based on favorite brands, alignment with needs and wants, and influence from others. According to Kotler and Armstrong, consumers are more likely to make accurate purchases after receiving sufficient information about the product, which builds trust in their choices. Preference for a particular brand is also a significant indicator, showing a tendency to choose brands with strong reputations and satisfying experiences. Consumers not only consider functional aspects but also how well the product aligns with their personal desires. Moreover, recommendations from others — such as friends, family, or public reviews — play a vital role in strengthening purchase decisions, as they enhance consumer trust in the product and act as a driving force in final decision-making.

The decision-making process begins when consumers recognize a problem or need for a particular product. This encourages companies to focus on optimizing consumer needs by producing high-quality goods that can compete effectively in a broader market. Essentially, purchase decisions are influenced by a company's ability to attract and retain consumer interest. In this effort, companies continuously develop strategies to better understand and meet consumer needs and desires. One such company striving to optimize its product marketing to increase purchase decisions is a fashion-based business (Anwar & Mujito, 2021).

The fashion industry has experienced rapid growth in Indonesia, supported by two main sectors: the textile industry and textile products. According to Indonesia's Central Bureau of Statistics (BPS), the textile and apparel industry grew by 7.43% (year-on-year) in the third quarter of 2024. During this period, the industry's contribution to the Gross Domestic Product (GDP) reached 0.99%, an increase from 0.03% in the second quarter of 2024. BPS recorded that GDP at current prices in Q3 2024 reached IDR 5,638.9 trillion. With this growth, alongside the emergence of numerous local fashion brands, market competition has become increasingly tight. Business actors are becoming more serious and are introducing creative and innovative product ideas to meet consumer demands — one example being Barley Division. The intense competition among fashion stores in Tulungagung presents a challenge for Barley Store Tulungagung. Similar target markets and product offerings have made it difficult for Barley Store to increase its customer base.

Consumer purchase decisions at Barley Store Tulungagung can be assessed through several key aspects: product information, brand preference, suitability with needs and desires, and recommendations from others. Consumers tend to make purchases after obtaining sufficient information via social media, which provides easy access to product details, pricing, and promotions

at any time. Brand preference for Barley is another important factor, as consumers trust the brand for offering good quality at affordable prices, making it a top choice (Permatasari & Erdkhadifa, 2022). Additionally, purchase decisions are driven by both basic needs — such as clothing to cover the body — and desires, including the wish to look attractive, follow trends, and match one's lifestyle. Recommendations from close individuals such as friends or family also reinforce purchase decisions, as they are considered more trustworthy and based on firsthand experience, which encourages new customers to make a purchase.

Several factors influence consumer purchasing decisions, notably product design, promotion and, brand image. Product design plays a crucial role in creating a first impression, differentiating products from competitors, and visually conveying information that aids consumer decision-making (Dewi & Santoso, 2023). Promotion is a vital tool for communicating product information, persuading, and reminding consumers, which encourages them to purchase and builds brand loyalty. Meanwhile, brand image reflects the perception and experience of consumers with a particular brand; brands with a positive image are more easily accepted and tend to attract consumers even at higher prices

Business competition arises due to the large number of companies offering similar products in the market. This diversity of choices pushes consumers to be more selective in making purchase decisions. Therefore, understanding consumer behavior is essential for business actors in crafting effective marketing strategies to boost purchase decisions. Based on this background, this research aims to identify the factors that influence consumer decisions, prompting the researcher to raise the title "An Exploratory Study of Consumer Purchase Decision Drivers at Barley Store Tulungagung."

2. LITERATURE REVIEW

2.1 *Purchase Decision*

Purchase decision is the result of a selection process in which consumers choose the brand they consider most suitable and preferable among various available alternatives. In general, a purchase decision can be defined as the process by which consumers decide to buy a product or service after evaluating multiple options. Throughout this process, consumers tend to select the brand that they believe best meets their needs and preferences (Kamajaya & Wiyadi, 2024). Thus, a purchase decision reflects the consumer's effort to resolve problems in order to fulfill their needs and desires optimally.

2.2 *Product Design*

Product design encompasses the overall characteristics or features that influence a product's visual appearance, feel, and functionality, all of which are developed based on consumer needs. In general, product design can be understood as a design process aimed at creating products that fulfill market desires and demands. It also represents the identity of the product itself (Muakhor et al., 2024). A product is considered to have a good design when all of its elements provide utility and benefits to the consumer.

2.3 *Promotion*

Promotion is one of the marketing activities carried out by a company to deliver information about its products, persuade, and remind target consumers of the existence of the company and its offerings (Manalu & Thamrin, 2024). The primary objective of promotion is to encourage consumers to accept, purchase, and develop loyalty toward the promoted product. As a marketing communication tool, promotion is used to introduce products to the public with the aim of attracting consumer interest and stimulating purchases. Through promotional activities, companies can effectively convey relevant messages about the value and benefits of their products to consumers.

2.4 *Brand Image*

Brand image refers to consumers' perceptions and evaluations of a brand, formed through their experiences and interactions with it. It reflects the beliefs or impressions embedded in consumers' minds regarding the quality, characteristics, and value of the products offered. This

evaluation is subjective and evolves over time as consumers are exposed to various information and direct experiences related to the brand (Manalu & Thamrin, 2024).

3. RESEARCH METHODOLOGY

This research aims to examine the factors influencing consumer purchase decisions at Barley Store in Tulungagung. The variables hypothesized to affect purchasing behavior—referred to as predictor variables—include product design (X_1), promotion (X_2), and brand image (X_3). The target population consists of the store’s customers; however, due to the unknown total number of customers, data were collected using a non-probability sampling technique, specifically quota sampling, resulting in a sample of 150 respondents.

Both the independent and dependent variables were measured using indicators grounded in established theoretical frameworks (Erdkhadifa, 2022). Indicators for the purchase decision variable include consumer confidence in making a purchase, brand preference, fulfillment of needs and desires, and influence from others’ recommendations (Kotler, 2018). Product design was assessed through indicators such as form, features, performance, conformance, and durability (Kotler & Kotler, 2009). Promotion was measured using components such as advertising, sales promotion, personal selling, public relations, and direct/digital marketing (Kotler & Kotler, 2009). The brand image variable was evaluated based on its strength, favorability, and uniqueness (Keller & Swaminathan, 2020). In accordance with the research objective, the data were analyzed using regression analysis, applying the following model:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$$

4. RESULT AND DISCUSSION

4.1 Multicollinearity Test

The test of independence among independent variables, also known in regression analysis as the multicollinearity test, is used to assess whether there is a correlation between the independent variables. One of the key assumptions in regression analysis is the absence of multicollinearity, meaning that the independent variables should be free from intercorrelation. The results of the multicollinearity test, which examines the independence among the independent variables, are presented in Table 1 below:

Table 1. Test of Independence Among Independent Variables

Predictor Variable	VIF	Tolerance
X_1	1.764	0.567
X_2	1.735	0.577
X_3	1.509	0.663

Source: Data Processed (2025)

Referring to Table 1, variable X_1 (representing product design) records a VIF value of 1.764, variable X_2 has a VIF value of 1.735, and variable X_3 shows a VIF value of 1.509. Since the VIF values for all three independent variables are below the threshold of 10, it can be inferred that no multicollinearity exists among them. This conclusion is further supported by the tolerance values, all of which exceed 0.1, indicating the independence of the variables. Therefore, it can be stated that all independent variables are retained for use in the model development process.

4.2 Purchase Decision Regression Model

The results of the multicollinearity analysis indicate that the variables product design (X_1), promotion (X_2), and brand image (X_3) are mutually independent and are thus employed in estimating the purchase decision model. The resulting model is as follows:

$$Y = 2.67 + 0.204 X_1 + 0.190 X_2 + 0.261 X_3 + \varepsilon$$

The multicollinearity analysis confirmed that product design (X_1), promotion (X_2), and brand image (X_3) are mutually independent, and thus all three variables were retained in estimating the

purchase decision model. The regression results indicate a constant of 2.67, implying that, with all independent variables held constant, the purchase decision score is 2.67. The coefficients for product design, promotion, and brand image are 0.204, 0.190, and 0.261, respectively, signifying that each one-unit increase in these variables increases the purchase decision score by the corresponding coefficient value, *ceteris paribus*. The model's R-squared value of 45.7% suggests that the independent variables collectively explain 45.7% of the variance in purchase decisions, while the remaining 54.3% is accounted for by other factors not included in the model.

4.3 Hypothesis Testing of Model Parameter Coefficient

The hypothesis testing of the model's parameter coefficients was conducted to determine whether these parameters have a statistically significant effect on purchase decisions, both simultaneously and partially. The results of the hypothesis testing are presented in Table 2 as follows:

Table 2. Testing of Model Parameter Coefficients

Simultaneous Test of Model Parameter Coefficients			
F-test		40.99	
F-table		2.666	
p-value		0.000	
Partial Test of Model Parameter Coefficients			
Predictor	t-test	t-table	p-value
X ₁	4.66	1.976	0.000
X ₂	2.76	1.976	0.006
X ₃	2.65	1.976	0.009

Source: Data Processed (2025)

Table 2 presents the results of the simultaneous (F-test) analysis, indicating an F-statistic of 40.99. This value was compared to the F-table value of 2.666, obtained at a 5% significance level with $df_1 = 3$ and $df_2 = 146$. Since the F-statistic exceeds the F-table value, it can be concluded that at least one of the three independent variables significantly affects the dependent variable, namely purchase decisions. The p-value for the simultaneous test is 0.000, which is below the 5% significance threshold, further confirming the result.

Following the simultaneous test, partial (t-test) analysis was conducted to identify the specific independent variables with significant effects. As shown in Table 2, all three independent variables—product design (X₁), promotion (X₂), and brand image (X₃)—have t-statistics exceeding the t-table value of 1.976 ($df = 146$) and p-values of 0.000, indicating a statistically significant impact on purchase decisions at the 5% significance level.

4.4 Classical Assumption Tests for Error Terms

In the next step, a classical assumption test on the residuals was conducted, which included a normality test of the error terms, an autocorrelation test, and a heteroscedasticity test. The results of the normality test are presented in Figure 1:

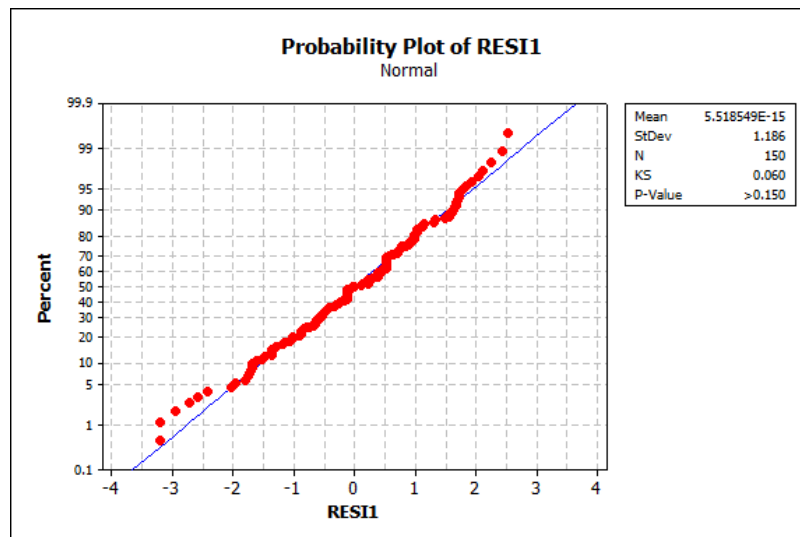


Figure 1. Normality Test Using Kolmogorov-Smirnov

Based on Figure 1, which illustrates the results of the normality test using the Kolmogorov–Smirnov method, the visual inspection indicates that the plotted points closely follow a diagonal line, suggesting that the residuals are normally distributed. The statistical output further shows a p-value of 0.150, exceeding the 5% significance threshold ($\alpha = 0.05$), thereby confirming that the residuals meet the normality assumption. Subsequently, the autocorrelation assumption was examined using the Autocorrelation Function (ACF) plot, as presented in Figure 2.

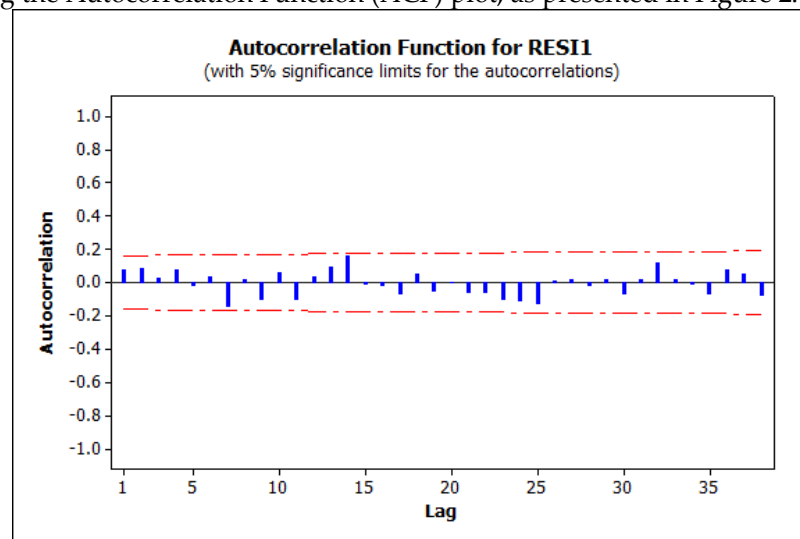


Figure 2. Autocorrelation Testing Using Autocorrelation Function Plot

The autocorrelation analysis, as depicted in Figure 2 through the Autocorrelation Function (ACF) plot, reveals that the blue bars representing observation lags fall entirely within the upper and lower confidence limits denoted by the red lines. This visual observation indicates that the residuals do not exhibit autocorrelation. Furthermore, the statistical verification using the Durbin–Watson test produces a value of 1.82971. According to the Durbin–Watson table, this value lies between the upper bound (d_U) of 1.7741 and $4-d_U$ of 2.2259, thereby confirming the absence of autocorrelation among the residuals. Table 3 below presents the results of the heteroscedasticity test using the Glejser method:

Table 3. Heteroskedasticity Testing Using Glejser Method

Predictor	t-test	t-table	p-value
X ₁	-0.62	1.976	0.538
X ₂	-0.11	1.976	0.91

X_3	0.11	1.976	0.909
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Source: Data Processed (2025)

The Glejser test was employed by regressing the independent variables against the absolute residual values, which served as the dependent variable. As presented in Table 3, the analysis results indicate that none of the independent variables exert a statistically significant influence on the absolute residuals, as reflected by t-statistics lower than the corresponding t-table values and p-values exceeding the 5% significance threshold. Accordingly, it can be inferred that the assumption of homoscedasticity is met, indicating that the error variance within the regression model is constant.

DISCUSSION

Based on the hypothesis testing carried out in this research, it was determined that product design significantly influences consumer purchasing decisions at Barley Store Tulungagung. The findings indicate that the more appealing the product design, the higher the likelihood that consumers will decide to buy. From the perspective of consumer behavior theory, product design is an external factor that shapes purchasing decisions. It encompasses distinctive features that enhance a product's perceived value in the eyes of consumers, clearly conveying its function and utility. Well-executed design enables consumers to easily access information about a product, thereby increasing their interest in making a purchase (Alfianto & Zakiyah, 2023). The study's results show that Barley Store Tulungagung has effectively offered products with attractive designs that align with consumer expectations, thereby influencing their buying choices. Customers perceive the store's products as being made from premium-quality materials with high durability, ensuring long-lasting use. As a result, these products are not only visually appealing but also deliver value through their resilience. Designed to support consumers' daily activities, they provide tangible benefits, making buyers feel that their purchases are worthwhile. The reliability of these products fosters comfort and satisfaction, as they consistently perform well in everyday use.

The hypothesis testing results indicate that promotion exerts a significant influence on consumer purchase decisions at Barley Store Tulungagung. This suggests that the more effective the promotional activities, the higher the likelihood of consumer purchases. Promotional strategies enable companies to convey product-related information to consumers, thereby shaping their preferences and motivating them to complete the purchase process. Effective promotions should be engaging, clearly communicated, and easily understood by consumers to maximize their persuasive impact (Tjiptono, 2015). The study further reveals that Barley Store Tulungagung has successfully implemented promotional strategies that positively affect purchasing decisions. These include consistent advertising through social media, which allows consumers to access detailed product information, including prices. Additionally, the store frequently offers discounts, special deals, and giveaways, serving as attractive incentives for purchase. In-store promotions conducted by employees also play a role, as direct communication enables consumers to select products that best meet their needs.

The hypothesis testing results demonstrate that brand image significantly influences consumer purchase decisions at Barley Store Tulungagung. This indicates that a stronger brand image increases the likelihood of consumer purchases. Brand image represents the perceptions and mental associations formed in consumers' minds through their experiences, interactions, and communications with the brand. Positive post-purchase experiences enhance these perceptions, fostering continued interest and encouraging repeat purchases (Kusuma et al., 2022). Furthermore, such positive perceptions can influence potential consumers through word-of-mouth recommendations. Findings suggest that consumers perceive Barley Store Tulungagung as consistently offering innovative and evolving products, which enhances brand recall and facilitates quicker purchasing decisions. The perceived uniqueness of the store's products compared to competitors further reinforces brand loyalty by providing added value and a differentiated shopping experience. Overall, the trust cultivated through positive brand perceptions plays a decisive role in shaping purchase decisions and positioning Barley Store Tulungagung as the preferred choice. Thus,

stronger consumer trust and a more favorable brand image are directly associated with increased purchase decision rates.

5. CONCLUSION

In conclusion, the findings of this study demonstrate that product design, promotion, and brand image each have a significant and positive influence on consumer purchase decisions at Barley Store Tulungagung. Attractive product designs that combine aesthetic appeal, high-quality materials, and functional benefits enhance perceived value and align with consumer expectations, thereby encouraging purchase decisions. Effective promotional strategies, particularly through social media advertising, discounts, and direct in-store communication, successfully convey product information and create compelling incentives to buy. A strong brand image, built on innovation, product uniqueness, and consistent positive consumer experiences, fosters brand loyalty and strengthens purchasing intent. Collectively, these factors interact to shape consumer perceptions, preferences, and trust, ultimately driving higher purchase decision rates and positioning Barley Store Tulungagung as a preferred choice in a competitive market.

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