

# THE INFLUENCE OF PRODUCT PRICE PERCEPTION, PRODUCT DESIGN PERCEPTION, SALES PROMOTION PERCEPTION AND REPURCHASE INTEREST HABITS ON PURCHASE DECISIONS AT UMI PUTRA TEGAL STORES

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## ABSTRACT

### ***The Influence of Product Price Perceptions, Product Design Perceptions, Sales Promotion Perceptions and Repurchase Interest Habits on Purchasing Decisions at the Umi Tegal Store***

*The objectives of this research are 1) To find out whether product price perceptions influence purchasing decisions at the Umi Putra Tegal Store. 2) to find out whether Sales Promotion Perceptions influence purchasing decisions at the Umi Tegal Store. 3) To find out whether product design perceptions influence purchasing decisions at the Umi Putra Tegal Store. 4) To find out whether repurchase interest habits influence purchasing decisions at the Umi Putra Tegal Store. 5) To find out whether there is a simultaneous influence of Product Price Perception, Sales Promotion Perception, Product Design Perception, and Repurchase Interest Habits on purchasing decisions at the Umi Putra Tegal Store*

*The research method used in this research is this research. This type of research is associative research with a quantitative approach. The data collection method used in this research is by using a questionnaire. The analytical methods used are the consecutive interval method, classical assumption test, linear multiple regression analysis, and coefficient of determination analysis.*

*The results of this research are 1) There is a positive and significant influence of product price perception on purchasing decisions at the Umi Putra Tegal Store. 2) There is a positive and significant influence on Product Design Perceptions on Purchasing Decisions at the Umi Putra Tegal Store. 3) There is a positive and significant influence of Sales Promotion Perceptions on Purchasing Decisions at the Umi Putra Tegal Store. 4) There is a positive and significant influence between Repurchase Interest Habits and Purchasing Decisions at the Umi Putra Tegal Store. 5) There is a significant influence between Product Price Perception, Product Design Perception, Sales Promotion Perception, Repurchase Interest Habits simultaneously with Purchase Decisions at the Umi Putra Store Tegal*

***Keywords: Influence of Product Price Perception, Product Design Perception, Sales Promotion Perception and Repurchase Interest Habits, and Purchase Decisions***

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## INTRODUCTION

In the era of globalization that is developing rapidly and rapidly, the need for goods and services is also increasing. This can be seen from the many parties who take advantage of opportunities by opening a business or business, either in the same business or a business that is different from the existing business actors. The retail business is a form of business that is in great demand by the public. Kotler (2019:81) defines the marketing mix as a set of marketing tools that companies use to achieve their company goals. In achieving the goal, the company must provide the best to its consumers as well as provide the best service and quality of the business it has. In addition, companies must also pay attention to product attributes

Based on the researcher's findings, the Umi Putra Tegal Store has unstable sales data from January to December in 2022. The following is the sales data of the Umi Putra Tegal store in 2022.

**Table 1**  
**Umi Putra Store Sales Volume Data**  
**Dukuhturi District, Tegal Regency January-December**  
**Year 2022**

<b>Moon</b>	<b>Sales volume</b>
January	IDR 98,000,000
February	IDR 100,000,000
March	IDR 65,500,000
April	IDR 153,000,000
May	IDR 75,000,000
June	IDR 130,000,000
July	IDR 150,000,000
August	IDR 60,000,000
September	IDR 50,000,000
October	IDR 80,000,000
November	IDR 90,000,000
December	IDR 70,000,000

Source: Umi Putra Shop, Dukuhturi District, Tegal Regency (2023)

From the data above, it shows that Toko Umi's sales in 2022 can be said to have fluctuated (up and down), where in January the number of sales reached Rp. 98,000,000, then increased in February namely Rp. 100,000,000 but in March it decreased to Rp. 65,500,000 and so on experienced ups and downs until December. This happened because after Covid-19 where people's income and increasingly fierce competition also affected sales at Umi Stores. This factor is evidenced by the many types of shoe stores selling various kinds of products ranging from shoes, sandals, bags, and various brands such as Pro Att, Ando, Carvil, New Era, Alto Bags, Korean Bags, Polo Bags etc.

## **LITERATURE REVIEW**

### **Purchase Decision**

According to (Oktaviani, Fandy Tjiptono quoted in, 2005:21 2015) "A purchase decision is a process where consumers know the problem, look for information about a particular product or brand and evaluate how well each of these alternatives can solve the problem, which then leads to a purchase decision.

### **Product Price Perception**

According to (Malau, 2017:126) states that price is the basic measure of an economic system because price affects the allocation of production factors.

### **Product Design Perception**

According to Indriyo (Gitosudarmo quoted by Lestari, 2016) Products are everything that is expected to meet the needs of humans or organizations.

### **Perception of Sales Promotion**

According to (Tjiptono, 2015: 387) promotion is an element of the marketing mix that focuses on informing, persuading, and reminding consumers of the company's brands and products.

### **Hypothesis**

The following hypotheses in this study are:

- H1: There is a positive and significant influence of Product Price Perception on purchasing decisions at Umi Putra Tegal stores.
- H2: There is a positive and significant influence of product design perception on purchasing decisions at Umi Putra Tegal stores.
- H3: There is a positive influence and Perception of Sales Promotion on purchasing decisions at Umi Putra Tegal stores.
- H4: There is a positive influence and Buying Interest Habits on purchasing decisions at Umi Putra Tegal stores.
- H5: There is a positive and significant influence of Product Price Perception, Product Design Perception, Sales Promotion Perception, and Buying Interest Habits on purchase decisions at Umi Putra Tegal stores.

## **RESEARCH METHODS**

This type of research is a type of quantitative research using a survey method. Sugiyono (2013:7) quantitative research is a research method based on the philosophy of positivism used to research on a specific population or sample, data collection using research instruments, statistical data analysis with the aim of testing hypotheses.

The population in this study is 6587 number of shoe buyers at the Umi Putra Tegal Shop.

The number of samples used was 98.5 respondents. Thus the value will be rounded to 100, so the number of samples that will be used in this study is 100 respondents.

### **Technical Data Analysis**

#### **1. Validity and Reliability Test**

##### **a. Validity Test**

(Ghozali, 2020:51) said that the questionnaire item is said to be valid if the r-count > from the r-table and vice versa if the r-count < from the r-table is declared invalid.

##### **b. Reliability Test**

This statistical technique is used for testing with *Croanbach's alpha* coefficient with the help of *Statistical Package for SocialSciense (SPSS)* software version 22. In

general, an instrument is said to be reliable if it has *Croanbach's alpha* > 0.6. The basis for making a reliability test decision is if *croanbach'salpha* > 0.6 (Arikunto 2013:115-116).

## 2. Data Analysis Methods

*The Interval Sequential Method/MSI* is the process of converting ordinal data into interval data. Data obtained from the results of the questionnaire in the form of ordinal data must be transformed into interval data through *the Interval Successive Method/MSI* (Suliyanto 2018:143)

## 3. Classic Assumption Test

- a. Normality Test
- b. Multicollinearity Test
- c. Heterokedasticity Test

## 4. Test Data Analysis

- a. Multiple Linear Regression Analysis

## 5. Test Hypothesis

- a. Statistical Test t (Partial Test)
- b. Statistical Test f (Simultaneous Test)

## 6. Test the Coefficient of Determination

In general, the determination coefficient for cross-section data is relatively low due to large variations between each observation, while for time series data usually has a high determination coefficient value (Ghozali, 2020:97).

## Results and Discussion

### 1) Research Object

The Influence of Product Price Perception, Product Design Perception, Sales Promotion Perception and Belu Re-Interest Habits on Purchase Decisions at Umi Putra Tegal Stores. The object of this research is the consumer's purchase decision at the Umi Putra Tegal Store.

**Table 2**  
**Number of samples and their picking rate**

It	Information	Sum
1	Questionnaire distributed	100
2	Questionnaire drop	0
3	Questionnaire processed	100

The number of samples distributed was 100 questionnaires with the number of questionnaires falling 0 and the number of questionnaires processed as many as 100 because all questionnaires were filled out completely by respondents.

### 2.) Respondent Overview

**Table 3**  
**Respondent Description by Gender**

It	Gender	Sum	Percentage
1	Woman	57	57 %

2	Man	43	43 %
	Sum	100	100 %

Source : Primary data processed in 2023

Based on the table above, it can be seen that men dominate as buyers, namely 57 people or 57% and women amount to 43 or 43%.

**Table 4**  
**Respondent Description By Age**

It	Age	Sum	Percentage
1	<20	13	13%
2	21-30	25	25%
3	31-40	41	41%
4	>40	21	21%
	Sum	100	100 %

Source : Primary data processed in 2023

Based on the table, it can be seen that the age of respondents <20 years is 13 or 13%, the age of respondents 21-30 years is 25 or 25%, the age of respondents is 31-40 years is 41 or 41% and the age of >40 years is 21 or 21%.

### 3.) Testing Research Instruments

#### Validity Test

##### a. Test the Validity of Purchase Decision Variables

**Table 5**  
**Results of the Validity Test of Purchase Decision Variables**

No. Item	r calculate	r table	Information
1	0,616	0,361	Valid
2	0,694	0,361	Valid
3	0,698	0,361	Valid
4	0,651	0,361	Valid
5	0,746	0,361	Valid
6	0,667	0,361	Valid
7	0,826	0,361	Valid
8	0,725	0,361	Valid
9	0,696	0,361	Valid
10	0,818	0,361	Valid

Source : SPSS.25 processing results

From the results of the analysis of the 10 statements after being calculated using SPSS 22, it turned out that 10 statements were declared valid. Because the results of the validity test calculation obtained 10 items of the statement, the r value calculated  $> r_{table} = 0.361$  and the significant value  $< 5\%$  or 0.05. Thus, the 10 items of the statement are feasible to be used to collect research data on the variables of Purchase Decisions.

##### b. Validity Test of Product Price Perception Variables

**Table 6**  
**Results of Product Price Perception Validity Test**

No. Item	r calculate	r table	Information
1	0,444	0,361	Valid
2	0,536	0,361	Valid
3	0,705	0,361	Valid
4	0,557	0,361	Valid
5	0,457	0,361	Valid
6	0,670	0,361	Valid
7	0,442	0,361	Valid
8	0,670	0,361	Valid
9	0,745	0,361	Valid
10	0,697	0,361	Valid

Source : SPSS.22 processing results, 2022

From the results of the analysis of the 10 statements after being calculated using SPSS 22, it turned out that 10 statements were declared valid. Because the results of the calculation of the validity test obtained 10 items of the statement, the r value of the calculation  $>$  r table = 0.361 and the significant value  $<$  5% or 0.05. Thus, the 10 items of the statement are suitable for collecting research data on the variable of Product Price Perception.

c. Product Design Perception Variable Validity Test

**Table 7**  
**Results of Product Design Perception Validity Test**

Item No.	r calculate	r table	Information
1	0,514	0,361	Valid
2	0,592	0,361	Valid
3	0,605	0,361	Valid
4	0,454	0,361	Valid
5	0,762	0,361	Valid
6	0,581	0,361	Valid
7	0,754	0,361	Valid
8	0,483	0,361	Valid
9	0,486	0,361	Valid
10	0,675	0,361	Valid

Source : SPSS.22 processing results, 2022

From the results of the analysis of the 10 statements after being calculated using SPSS 22, it turned out that 10 statements were declared valid. Because the results of the validity test calculation obtained 10 items of the statement, the r value calculated  $>$  r table = 0.361 and the significant value  $<$  5% or 0.05. Thus, the 10 items of the statement are feasible to collect research data on the variables of Product Design Perception.

d. Test of the Validity of Sales Promotion Perception Variables

**Table 8**  
**Results of the Validity Test of Sales Promotion Perception**

Item No.	r calculate	r table	Information
1	0,709	0,361	Valid

2	0,704	0,361	Valid
3	0,765	0,361	Valid
4	0,771	0,361	Valid
5	0,772	0,361	Valid
6	0,888	0,361	Valid
7	0,842	0,361	Valid
8	0,757	0,361	Valid
9	0,696	0,361	Valid
10	0,680	0,361	Valid

Source : SPSS.22 processing results, 2022

From the results of the analysis of the 10 statements after being calculated using SPSS 22, it turned out that 10 statements were declared valid. Because the results of the validity test calculation obtained 10 items of the statement, the  $r$  value calculated  $> r$  table = 0.361 and the significant value  $< 5\%$  or 0.05. Thus, the 10 items of the statement are suitable for collecting research data on the variables of Sales Promotion Perception.

#### e. Variability Test of Variable Buying Interest Habit

**Table 9**  
**Results of the Validity Test of Repurchase Interest Habits**

Item No.	$r$ calculate	$r$ table	Significant value	Information
1	0,895	0,361	0,000	Valid
2	0,839	0,361	0,000	Valid
3	0,878	0,361	0,000	Valid
4	0,917	0,361	0,000	Valid
5	0,873	0,361	0,000	Valid
6	0,782	0,361	0,000	Valid
7	0,545	0,361	0,000	Valid
8	0,829	0,361	0,000	Valid
9	0,907	0,361	0,000	Valid
10	0,897	0,361	0,000	Valid

Source : SPSS.22 processing results, 2022

From the results of the analysis of the 10 statements after being calculated using SPSS 22, it turned out that 10 statements were declared valid. Because the results of the validity test calculation obtained 10 items of the statement, the  $r$  value calculated  $> r$  table = 0.361 and the significant value  $< 5\%$  or 0.05. Thus, the 10 items of the statement are suitable to be used to collect research data on the variable of Repurchase Interest Habit.

### Reliability Test

#### a. Reliability Test of Purchase Decision Variables

**Table 10**  
**Reliability Test of Purchase Decision Variables**

Reliability Statistics	
Cronbach's Alpha	N of Items
.821	10

Source : SPSS.22 processing results, 2022

The reliability test of this research instrument used  $n = 30$  respondents. From the calculation using the SPSS 22 program, the Cronbach' Alpha value is 0.821, so the research instrument for the Purchase Decision variable is declared reliable, because the Cronbach Alpha value  $> 0.70$  (Ghozali, 2018:45).

b. Reliability Test of Product Price Perception Variables

**Table 11**  
**Product Price Perception Reliability Test**

Reliability Statistics	
Cronbach's Alpha	N of Items
.892	10

Source : SPSS.22 processing results, 2022

The reliability test of this research instrument used  $n = 30$  respondents. From the calculation using the SPSS 22 program, the Cronbach' Alpha value was obtained to be 0.892, so the research instrument for the variable Product Price Perception was declared reliable, because the Cronbach Alpha value  $> 0.70$  (Ghozali, 2018:45).

c. Product Design Perception Variable Reliability Test

**Table 13**  
**Product Design Perception Reliability Test**

Reliability Statistics	
Cronbach's Alpha	N of Items
.879	10

Source : SPSS.22 processing results, 2022

The reliability test of this research instrument used  $n = 30$  respondents. From the calculation using the SPSS 22 program, the Cronbach' Alpha value is 0.879, then the research instrument variable Product Design Perception is declared reliable, because the Cronbach Alpha value  $> 0.70$  (Ghozali, 2018:45).

d. Reliability Test of Sales Promotion Perception Variables

**Table 14**  
**Sales Promotion Perception Reliability Test**

Reliability Statistics	
Cronbach's Alpha	N of Items
.823	10

Source : SPSS.22 processing results, 2022

The reliability test of this research instrument used  $n = 30$  respondents. From the calculation using the SPSS 22 program, the Cronbach' Alpha value is 0.823, so the research instrument for the Sales Promotion Perception variable is declared reliable, because the Cronbach Alpha value  $> 0.70$  (Ghozali, 2018:45).

e. Reliability Test of Variable Buying Interest Habit

**Table 15**  
**Reliability Test of Repurchase Interest Habits**  
Reliability Statistics



Cronbach's Alpha	N of Items
.841	10

Source : SPSS.22 processing results, 2022

The reliability test of this research instrument used  $n = 30$  respondents. From the calculation using the SPSS 22 program, the Cronbach' Alpha value was obtained to be 0.841, so the research instrument variable Repurchase Interest Habit was declared reliable, because the Cronbach Alpha value  $> 0.70$  (Ghozali, 2018:45).

#### 4.) Classic Assumption Test

##### Normality Test

**Table 16**  
**Normality Test Results**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.07987519
Most Extreme Differences	Absolute	.086
	Positive	.053
	Negative	-.086
Test Statistic		.086
Asymp. Sig. (2-tailed)		.064c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source : Data processed by SPSS version 22

Based on the results of the output of normality test data management using the *kolmogorov-smirnov* formula as shown in table 17, it can be obtained that the Asymp sig value of 0.640 is greater than 0.05. So it can be concluded that the tested data is normally distributed.

##### Multicollinearity Test

**Table 17**  
**Multicollinearity Test Results**

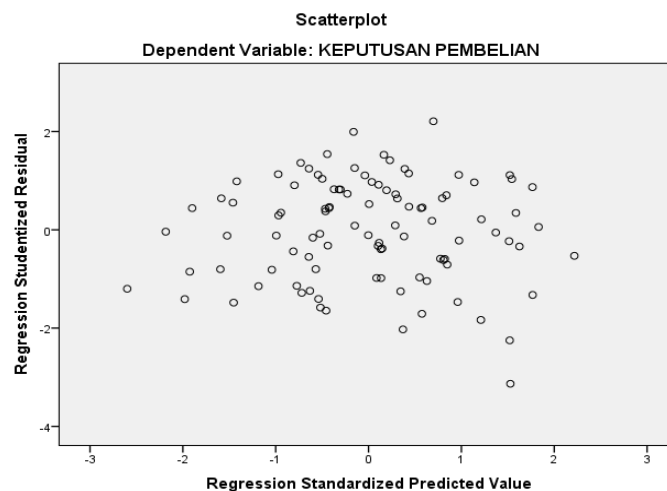
Type	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
PRODUCT PRICE PERCEPTION	.455	2.198
PRODUCT DESIGN PERCEPTION	.309	3.239
PERCEPTION OF SALES PROMOTION	.741	1.349
HABIT OF REPURCHASE INTEREST	.239	4.187

a. Dependent Variable: PURCHASING DECISION

Source : Data processed by SPSS version 22

From the table above, the results of the multicollinearity test show that *the tolerance* value of the variable Product Price Perception (X1) is 0.455, Product Design Perception (X2) is 309, Sales Promotion Perception (X3) is 0.741, Repurchase Interest Habit (X4) is 0.239. The VIF value of the variables Product Price Perception (X1) is 2.198, Product Design Perception (X2) is 3.339, Sales Promotion Perception (X3) is 1.349, Repurchase Interest Habit (X4) is 4.187 All independent variables in this study have a *Tolerance value* above 0.10 and the total VIF value is less than 10, this can be concluded that regression is free from the assumption of multicollinearity.

### Heterokedasticity Test



Source : Data processed by SPSS version 22

Based on the results of the *scatterplot* drawing, it clearly shows that the dots are scattered both above and below the number 0 on the Y axis.

### 5.) Test Data Analysis

#### Multiple Linear Regression Analysis

Based on the multiple linear regression analysis carried out using SPSS version 22, the output is as follows

**Table 18**  
**Multiple Linear Regression Analysis Results**  
**Coefficients<sup>a</sup>**

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2.876	2.591		-1.110	.270
PRODUCT PRICE PERCEPTION	.370	.095	.362	3.902	.000
PRODUCT DESIGN PERCEPTION	.423	.127	.374	3.323	.001
PERCEPTION OF SALES PROMOTION	.263	.079	.243	3.348	.001
HABIT OF REPURCHASE INTEREST	-.020	.161	-.016	-.125	.900

a. Dependent Variable: PURCHASING DECISION

Source : Data processed by SPSS version 22

Based on the multiple linear regression equation, the equation is obtained

$$Y = -2,876 + 0,370 + 0,423 + 0,263 - 0,020 X_1 X_2 X_3 X_4$$

## 6.) Hypothesis Test Results

### Partial Significance Test (t-Test)

a. The significance value of the variable Product Price Perception (X1) is 0.000. Since the significance value of  $0.000 < \alpha = 0.05$ , it means that  $H_0$  is rejected and  $H_1$  is accepted. Thus, it means that there is a significant influence of Product Price Perception on Purchase Decisions at the Umi Putra Tegal Store

b. The significance value of the variable Product Design Perception (X2) is 0.001. Since the significance value is  $0.001 < \alpha = 0.05$ , it means that  $H_0$  is rejected and  $H_2$  is accepted. Thus, it means that there is an influence of Product Price Perception on Purchase Decisions at the Umi Putra Tegal Store

c. The significance value of the Perception of Sales Promotion variable (X3) is 0.001. Since the significance value of  $0.001 < \alpha = 0.05$ , it means that  $H_0$  is rejected and  $H_3$  is accepted. Thus, it means that there is an influence of Sales Promotion Perception on Purchase Decisions at the Umi Putra Tegal Store

d. The significance value of the variable Buying Interest Habit (X4) is 0.900. Since the significance value of  $0.900 > \alpha = 0.05$ , it means that  $H_0$  is accepted and  $H_4$  is rejected. Thus, it means that there is no influence of Repurchase Interest Habits on Purchase Decisions at Umi Putra Tegal Stores

### Simultaneous Significance Test (Test F)

**Table 19**  
**Results of Simultaneous Significance Test (F-test)**

ANOVAa						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	724.096	4	181.024	40.156	.000b
	Residual	428.262	95	4.508		
	Total	1152.358	99			

a. Dependent Variable: PURCHASING DECISION

b. Predictors: (Constant), HABIT OF RE-BUYING INTEREST, PERCEPTION OF SALES PROMOTION, PERCEPTION OF PRODUCT PRICE, PERCEPTION OF PRODUCT DESIGN

Source : Data processed by SPSS version 22

From the table above, it shows that the significance value is  $0.000 < 0.05$ , then  $H_0$  is rejected and  $H_a$  is accepted. It can be concluded that the variables of Product Price Perception (X1), Product Design Perception (X2), Sales Promotion Perception (X3), Repurchase Interest Habit (X4) simultaneously affect the Purchase Decision (Y) at the Umi Putra Tegal Store.

### Determination Coefficient Analysis

**Table 20**  
**Results of Determination Coefficient Analysis**  
**Model Summary<sup>b</sup>**

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.793a	.628	.613	2.1232106	2.302

a. Predictors: (Constant), REPURCHASE INTEREST HABITS, SALES PROMOTION PERCEPTIONS, PRODUCT PRICE PERCEPTIONS, PRODUCT DESIGN PERCEPTIONS

b. Dependent Variable: PURCHASING DECISION

Source : Data processed by SPSS version 22

From the results of the calculation in the table, because the researcher used more than 2 variables using Adjusted R Square. It can be seen that the Adjusted R Square value is obtained as 0.628. This value means that the total variables of Purchase Decision caused by Product Price Perception, Product Design Perception, Sales Promotion Perception, and Repurchase Interest Habit together are 62.8% and the remaining 37.2% is caused by other factors that are not examined in this study such as service quality, brand equity and others.

## Discussion

### 1. To test the first hypothesis that stated that Product Price Perception has a positive effect on Purchase Decisions at the Umi Putra Tegal Store.

The significance value of the variable Product Price Perception (X1) is 0.000. Since the significance value of  $0.000 < \alpha = 0.05$ , it means that Ho is rejected and H1 is accepted. Thus, it means that there is an influence of Product Price Perception on Purchase Decisions at the Umi Putra Tegal Store

### 2. To test the hypothesis that Product Design Perception has a positive effect on Purchase Decisions at the Umi Putra Tegal Store.

The significance value of the variable Product Design Perception (X1) is 0.001. Since the significance value of  $0.001 < \alpha = 0.05$ , it means that Ho is rejected and H2 is accepted. Thus, it means that there is an influence of Product Design Perception on Purchase Decisions at the Umi Putra Tegal Store

### 3. To test the hypothesis that Sales Promotion has a positive effect on Purchase Decisions at the Umi Putra Tegal Store.

The significance value of the Perception of Sales Promotion variable (X3) is 0.001. Since the significance value of  $0.001 < \alpha = 0.05$ , which means that Ho is rejected and H3 is accepted. Thus, it means that there is an influence of Sales Promotion on Purchase Decisions at the Umi Putra Tegal Store

### 4. To test the hypothesis that Repurchase Interest Habit has no effect on Purchase Decisions at Umi Putra Tegal Stores.

The significance value of the variable Habit of Repurchase Interest (X4) was 0.900. . Since the significance value of  $0.900 > \alpha = 0.05$ , it means that Ho is rejected and Ha is accepted. Thus, it means that there is no habit of repurchase interest in purchasing decisions at the Umi Putra Tegal Store

## Conclusion and Advice

The conclusions that can be drawn from this study are as follows:

1. There is a positive and significant influence of Product Price Perception with Purchase Decisions at the Umi Putra Tegal Store. It is evidenced by obtaining a regression coefficient

value of 0.370 and a significance value of  $0.000 < \alpha = 0.05$ . This shows that if the Product Price Perception increases, the purchase decision also increases.

2. There is a positive and significant influence of Product Design Perception with Purchase Decisions at Umi Putra Tegal Stores. It is evidenced by obtaining a regression coefficient value of 0.432 and a significance value of  $0.001 < \alpha = 0.05$ . This shows that if the Perception of Product Design increases, the purchase decision also increases.

3. There is a positive and significant influence of Sales Promotion Perception with Purchase Decisions at Umi Putra Tegal Stores. It is evidenced by obtaining a regression coefficient value of 0.263 and a significance value of  $0.001 < \alpha = 0.05$ . This shows that if the Perception of Sales Promotion increases, the purchase decision also increases.

4. There is no positive and significant influence of Repurchase Interest Habits with Purchase Decisions at Umi Putra Tegal Stores. It is evidenced by obtaining a regression coefficient value of -0.020 and a significance value of  $0.900 < \alpha = 0.05$ . This shows that if the habit of repurchase interest increases, the purchase decision also increases.

5. There is a significant influence of Product Price Perception, Product Design Perception, Sales Promotion Perception, Repurchase Interest Habit simultaneously with Purchase Decision at Umi Putra Tegal Store. This is evidenced by a significance value of  $0.000 < 0.05$ . This shows that if Product Price Perception, Product Design Perception, Sales Promotion Perception, and Repurchase Interest Habits simultaneously increase, then purchase decisions will increase.

#### Suggestion

1. For companies, you should pay attention to Product Price Perception. Product Price Perception is one of the important factors for buyers to increase Purchase Decisions, affordable prices, the higher the Purchase Decision at the Umi Putra Tegal Store.

2. For companies, it is better to improve the Perception of Product Design. Product Design Perception is also one of the important factors for buyers to determine the Purchase Decision. The better the Product Quality, the higher the Purchase Decision.

3. For companies, they should improve the Perception of Sales Promotion of their employees. The better the Sales Promotion Perception, the higher the Purchase Decision at the Umi Putra Tegal Store.

4. For companies, it is better to increase the habit of repurchase interest. The higher the interest in the habit of re-buying, the higher the Purchase Decision at the Umi Putra Tegal Store

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