THE INFLUENCE OF PRODUCT DESIGN, SALES PROMOTION AND PRODUCT QUALITY ON CUSTOMER PURCHASE DECISION AT CONVERSE SHOES (STUDY ON MILLENIAL GENERATION*)*

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Informasi Naskah	Abstrak
	This study aim to determinate: (1) the influence of product design, sales promotion and product quality simultaneously on customer purchase decision at Converse, (2) the influence of product design partially on customer purchase decision at Converse, (3) the influence of sales promotion partially on customer purchase decision at Converse, (4) the influence of product quality partially on customer purchase decision at Converse. This sampling technique uses a non-probability sampling method with purposive sampling technique. The population of this research are millennial generation which is at the age of 21- 40 years. The sample of this research is 100 respondent of millennial generation who already purchased and used Converse shoes and the data was obtained by distributing questionnaires. The data analysis technique used in this study is descriptive analysis, classical assumption test, and multiple linear regression analysis using the SPSS 23 application. The results of the study show that: (1) product design, sales promotion and product quality simultaneously influenced consumer purchase decision, (2) product design partially influenced consumer purchase decision, (3) sales promotion partially influenced consumer purchase decision, (4) product quality partially influenced consumer purchase decision.

INTRODUCTION

Along with developments in today's world which continues to progress, companies compete with each other to gain customer loyalty and gain market share. Companies can continue to survive in the midst of this era if they continue to innovate and develop their products in order to meet the diverse desires of consumers. Therefore, the company must be able to determine the right strategy so that the resulting product can be accepted and favored by consumers. Marketing is one of the strategies that can be taken and carried out by companies to introduce their products. Companies need to know what the needs and wants of their consumers are so that consumers can feel satisfied when they decide to buy the product. Kotler and Keller (2016: 29) define marketing as the process by which companies create value for customers in building customer relationships to get what

customers need and want. Companies need to do marketing through the marketing mix in achieving its goals. The marketing mix has an important role for the company because by analyzing the marketing mix the company can find out the desires of its consumers.

Over time, changes continuously occur in various aspects of human life. Since entering the era of globalization, many foreign cultures have entered Indonesia. As happens every year, there will be changes in various aspects such as lifestyle, mindset, and technology. This change can also be seen from various kinds of industries, one of which is the fashion industry. Nowadays, there are many models and styles or themes that influence the development of the fashion world. There are so many different styles on offer, especially in the shoe and footwear industry. At first, shoes were only considered as footwear that was used as a protector during activities, but nowadays shoes are not only used as protective footwear, but shoes are considered as a complement to the appearance. The many varieties, types and models of shoes make shoe companies continue to compete to innovate their products in order to meet the diverse desires of consumers.

The large variety of fashion trends makes models and various types of shoes affected, so the development of the footwear industry in Indonesia is very rapid. Based on an article published on the Kompas website (Catriana, 2021) regarding the increase in footwear exports in Indonesia, in the first quarter of 2021 the export value of the Indonesian footwear industry has increased by 10,38%. Rinaldo Mardian, as the Sub-Coordinator for Miscellaneous Products at the Ministry of Trade stated that most of Indonesia's footwear is still exported to large countries such as America with a market share of 28,79%, China at 15,22%, Belgium at 10,79%, Germany at 7,23%, and Japan at 5,86%. Furthermore, in 2020 Indonesia will be in the sixth position as the largest footwear producer in the world after Belgium, Germany, Italy, Vietnam and China (source: https://money.kompas.com/read/2021/06/22/171337726/quarter-i-2021-value-export-alas-foot-increase-1098-percent, accessed on October 11, 2021).

In line with the development of the footwear industry in Indonesia, fierce competition will inevitably occur between footwear companies, including shoes. There is one of the largest shoe companies in the world and in Indonesia, namely Converse Shoes. Based on a survey conducted by the Top Brand Index from 2017 to 2020, Converse is always included in the Top Brand Award. Throughout 2017 to 2020 Converse has always managed to become a top brand winner by being in first position. Converse with a percentage value of 34.6% in 2017 won first place then in 2018 Converse is also still in first position although this time the percentage value has decreased, which is only 20.89%. Furthermore, in 2019 Converse remained in first place with an increase in the percentage value of 47.8% which then in the following year 2020 the Converse percentage value increased to 48.1%. Top Brand Award itself is an award given to winning brands based on the results of a mind share, market share and commitment share survey under the organizers of the Frontier Consulting Group.

Converse is a legendary shoe brand. Converse is very well known and loved by consumers both in Indonesia and abroad. Converse is also the best-selling and best-selling shoe brand of all time. Over the past 4 years, Converse has managed to become a Top Brand winner. Converse managed to beat other shoe brands that are equally famous, namely Nike, Adidas, Air Walk and North Star shoes. Converse had experienced a percentage decline in 2018 but Converse was still able to rank first in that year and every year and beat other shoe brands. Therefore, researchers are interested and want to research the Converse shoe company.

In line with the development of fashion in Indonesia, apparently shoe fashion has also succeeded in attracting the attention of the millennial generation in using shoes. Reporting from the CNBC Indonesia website (cnbcindonesia.com) regarding sneakers and the millennial lifestyle, the millennial generation is very interested in sneakers or shoes. For the millennial generation, shoes are an investment, so they don't hesitate to spend a large amount of money when buying shoes. In addition, according to Hasibuan (2019) for them shoes can be used as a status symbol, especially if the shoes they have are a pair of luxury shoes because it can help them increase their confidence when wearing them (source: https://www.cnbcindonesia.com/lifestyle/20190409153435-33-

65500/sneakers-luxury-and-break-through-the-millennial-rich-rich-lifestyle. accessed on December 16, 2021).

According to Ali and Purwandi (2017: 8) the millennial generation is a modern generation society who lives at the turn of the millennium year who was born in 1981 to 2000, so it can be said that the millennial generation is in the age range of 21 - 40 years. Furthermore, according to Ali and Purwandi (2017: 21) there are several characteristics of the millennial generation, namely liking fast-paced things, getting bored and moving, dynamic and close to social media. In line with these characteristics, millennial society has many sources of information regarding current world trends because they are highly influenced by technological developments and are close to social media. Therefore, in deciding to buy, the millennial generation is very selective. They become selective about various information to consider purchasing the product. Millennials are people who get bored easily, so they will consider the visual form, namely the design of the product and the suitability of the design with the current trend. Furthermore, because they are close to social media, they like attractive product promotions and have a high level of publicity. This will make them feel curious about the product, including how the quality of the product being marketed is in accordance with their needs.

Purchasing decisions are a process where consumers seek information and seek considerations when consumers want to determine the product to be purchased by them. When consumers are in this process, there are many factors that consumers consider before deciding to buy. Several factors can influence consumer considerations, such as product design factors, sales promotions and product quality. When deciding to buy a product, consumers will look at several factors, such as product design factors that are in accordance with their wishes, sales promotion factors that they think are interesting and also consumers will definitely see product quality factors that they think are good and in accordance with what they need.

Product design according to Kotler and Armstrong (2017: 332) is the totality of features that affect the appearance, taste and function of the product based on customer needs. In line with this definition, product design can be an added value in the eyes of consumers because the design can reflect customer needs in the form of product display. Product design is also influential in the eyes of consumers, especially millennials who are easily bored and really like designs that are always innovative. Innovative designs will surely attract a lot of attention from consumers and will be well received by the public. Design is also able to bring the company to survive, exist and can continue to compete. Therefore, product design is one of the factors that can influence consumer purchasing decisions. Like Converse shoes, which always innovate on the design of their shoes, as well as adjust the color and shape of the shoes with the current hype trends, so that Converse shoes are always in demand by consumers and are able to continue to compete in the shoe industry. Converse has several types of shoe shapes, namely low top, high top, levitation and slip-ons models. Converse also has various types of shoes such as chuck taylor, jack purcell, sport authentics, skateboarding, kids to special edition.

Promotion is an activity that seeks to share information and convey the value of the product to its customers. This promotion is done by communicating the products being marketed so that consumers are willing to accept, buy and remain loyal to the products or services offered. The form of promotion carried out by the company can be in the form of sales promotion. Sales promotions that are carried out properly and correctly will definitely attract consumers' interest and encourage consumer purchasing decisions. In addition, promotion can increase product sales. Therefore, sales promotion is one of the factors that can influence purchasing decisions. Sales promotion activities carried out by Converse are carried out in various ways. Converse always participates in participating in ongoing events in various online marketplaces as well as in events that are held offline. Converse also conducts direct selling or direct sales through existing outlets.

According to Kotler and Armstrong (2017: 143) quality is the overall features and characteristics of a product or service that depend on its ability to satisfy the needs and desires of consumers. Consumers always hope and want the products they need also have good product

quality. Through good product quality, it will add value to the product in the eyes of consumers and will encourage consumer decisions to buy the product. Therefore, product quality is one of the factors of consideration in consumer purchasing decisions. Good quality shoes must pay attention to the materials used during the production of shoes. Consumers will judge these materials whether the material is sturdy, strong and durable. During the production of shoes, Converse chooses materials that are durable and comfortable to use, besides that the materials used vary so that they can match the wishes and needs of each consumer. The materials offered by Converse are leather, suede, vinyl, denim, hemp and canvas.

Referring to Tableessy's (2020) research on the effect of product quality, promotion and design on decisions, it shows the results that product quality, promotion, and product design partially have a significant effect on purchasing decisions. The results of this study are not in line with several other studies, for product design variables according to Ariella's research (2018), it shows the results that product design variables have no significant effect on purchasing decisions. Furthermore, for the sales promotion variable according to Syaifullah's research (2020) it shows that sales promotion has no significant effect on purchasing decisions. Then for the product quality variable, according to Fetrizen (2019) research, it shows that product quality has no significant effect on purchasing decisions. Based on the gaps and phenomena that the researchers describe, the researchers conducted this research.

LITERATURE REVIEW AND HYPOTHESIS
Purchase Decision
According to Tjiptono (2014: 21) purchase decision is a process where consumers recognize the problem, seek information about a particular product or brand, and evaluate how well each alternative can solve the problem, which then leads to a purchase decision. Furthermore, according to Kotler and Keller (2016: 199) consumer behavior refers to the buying behavior of final consumers, namely for individuals and household consumers who buy goods and services for personal consumption. Purchase decisions are very diverse, one consumer is different from another. This diversity occurs because there are many aspects that affect each individual such as habits, situations, brands, etc. so that marketers must be able to know and identify various kinds of unique consumers so that marketers can see how consumers make purchasing decisions.
Product Design
According to Kotler and Keller (2016: 332) design is the totality of features that affect how a product looks, feels, and functions to consumers. According to Kotler and Keller (2016: 332), design has 3 aspects that can be offered to consumers, namely function, aesthetics and further appeal. A good design for the company is a design that can be easily produced and distributed to consumers. According to consumers, good design is a design that is beautiful, familiar to look at, easy to use, easy to repair and dispose of. Design is one of the important factors for companies because a well-designed design can help companies to gain competitive advantage. Achidah, Warso and Hasiholan (2016: 9) states that if a design is better and more attractive, then the design will be very easily accepted by consumers and the design will become the hallmark of the product. Meanwhile, according to Kotler and Keller (2016:10) design is one of the potential ways that companies can take to differentiate their products from other competing products and promote the company's products and services. Research conducted by Tabelessy (2020) shows that product design has a significant effect on consumer purchasing decisions.
Sales Promotion
According to Kotler and Keller (2016: 47) promotion is an activity that communicates the advantages of a product and persuades target customers to buy it. This promotional activity is used by the company as a communication bridge for consumers where the company conveys information about the products offered by the company. Promotion can be done in various ways, one of which is sales promotion. Sales promotion according to Kotler and Keller (2016: 518) consists of short-term incentives to encourage the purchase or sale of products or services. Sales promotion is carried out

by the company in various ways, for example by holding events and events, giving coupons and free gifts, and giving discounts at certain times such as during major holidays and holiday seasons.

Sales promotion can be done with a variety of incentive tools to promote products, promote companies and also trade promotions. Sales promotion is carried out with the aim of increasing sales of a product that is marketed in a short time span. Sales promotions are also carried out to attract new potential customers. Sales promotions are able to create new customers, make many customers interested in the products offered, influence consumers to try these products, and increase efforts to purchase products without planning for consumers so that sales promotions affect consumer purchasing decisions. Research conducted by Aktalio (2020) shows that sales promotions have a significant effect on purchasing decisions.

Product Quality

According to the American Society for Quality Control in Kotler and Keller (2016: 143) product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. Based on the level which is divided into core products, basic products, expected products, enhanced products, and potential products. Product quality is the totality of the functions and features contained in the product so that when customers use the product they can feel satisfaction in accordance with their expectations of the product.

Product quality is a factor that can affect customer satisfaction in buying a product. The products produced by the company must be of good quality, fit for use and function according to their intended use. Quality needs to be well maintained by companies so that they can continuously improve customer satisfaction. Therefore, product quality is one of the factors that can influence a consumer's purchase decision. Research conducted by Murti (2021) shows the results that product quality has a significant effect on purchasing decisions.

Hypothesis

Based on the literature review and the explanation above, the following hypothesis is formulated:

H_1 : Product design, sales promotion and product quality simultaneously have a significant effect on purchasing decisions

H_2 : Product design partially has a significant effect on purchasing decisions

H_3 : Sales promotion partially has a significant effect on purchasing decisions

H_4 : Product quality partially has a significant effect on purchasing decisions

RESEARCH METHODS

This study uses quantitative research methods using survey methods. The population in this study is the entire millennial generation in the city of Yogyakarta. The sample used in this study is part of the millennial generation in the city of Yogyakarta totaling 100 respondents. This research uses purposive sampling technique by using non-probability sampling method. In this study, the sample used was millennial society with an age range of 21 - 40 years in the city of Yogyakarta who had bought Converse shoes at least once and used Converse shoes.

The independent variables used in this study were product design, sales promotion and product quality. The dependent variable used in this study is the purchase decision. The measurement scale of this research variable uses a Likert scale. In this study, the data sources used by the researchers were primary data sources taken by researchers in the form of distributing questionnaires and secondary data used, namely literature, sources from the media, the internet and the Converse website. The data collection technique used by the researcher in this research is to use an online questionnaire through the google form media.

Testing on the instrument is carried out with the aim that the research results will be valid so that they must be tested first. In this study, researchers conducted instrument testing through two techniques, namely validity testing and reliability testing. The following is an explanation of each of the two tests:

1. Validity Testing

   Sugiyono (2017: 198) says that valid means that the instrument can be used to measure what should be measured. If r count > r table then the variable or item is valid, but if R count < R table then the variable or item is invalid.

2. Reliability Testing

   According to Sugiyono (2017: 199), reliability means an instrument which, when used several times to measure the same object, will produce the same data. If the Cronbach Alpha value > 0.60 then the variable item is declared reliable.

   Data analysis is a series of data that has been collected from the results of distributing questionnaires that have been filled out and answered by the respondents. Data analysis processing applications are assisted by using SPSS data processing software. Data analysis techniques used by researchers in this study are:

1. Descriptive Analysis

   According to Sugiyono (2017: 21) descriptive analysis method is a statistic used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the general public or generalizations.

2. Classical Assumption Test

   a. Normality test

   The normality test of the data was carried out with the Kolmogorov-Smirnov non-parametric test. The provisions used are if the significance value is above 0.05 then the data is normally distributed.

   b. Multicollinearity Test

   According to Ghozali (2016: 103), the multicollinearity test aims to test whether in the regression model there is a correlation between independent variables. A good regression model should not have a correlation between the independent variables. To determine whether or not there is multicollinearity in the regression, it can be seen from the tolerance value and the variance inflation factor (VIF). So a low tolerance value is the same as a high VIF value (VIF=1/Tolerance). The cutoff value used to indicate the presence of multicollinearity is a tolerance value less than 0.10 or equal to a VIF value greater than equal to 10.

   c. Heteroscedasticity Test

   If the residual variance from one observation to another observation remains, it is called homoscedasticity but if it is different it is called heteroscedasticity.

   d. Multiple Linear Regression Analysis

   The formula for multiple regression is as follows:

   $$Y=a+b1\ X_1+b2\ X_2+b3\ X_3+e$$

   Description: Y (Purchase Decision), X1 (Product Design), X2 (Sales Promotion) and X3 (Product Quality)

4. Hypothesis Testing with F. Test

   If H0 is rejected and Ha is accepted (F count > F table) then product design, sales promotion, and product quality together or simultaneously have a significant effect on purchasing decisions.

5. Hypothesis Testing with t Test

   If H0 is rejected and Ha is accepted (if t table < than t count or sig <0.05) then there is a significant effect between the independent variables (product design, sales promotion, product quality) partially on the dependent variable (purchase decisions).

6. Coefficient of Determination

   According to Ghozali (2016: 95) the coefficient of determination or often referred to as R Square aims to find out how much influence the independent variables have on the dependent variable.

RESULTS AND DISCUSSION
1. Descriptive Analysis of Respondents Characteristics

Table 1.
Characteristics of Respondents Based on Gender, Age and Income of Respondents

No.	Characteristics of Respondents	Total	Percentage
1.	**Gender**		
	Man	48	48%
	Woman	52	52%
2.	**Age**		
	21-25	80	80%
	26-30	10	10%
	31-35	3	3%
	36-40	7	7%
3.	**Income**		
	<IDR1.000.000	31	31%
	IDR1.000.000 - IDR2.500.000	36	36%
	>IDR2.500.000 - IDR4.000.000	20	20%
	>IDR4.000.000	13	13%

Source: Processed primary data (2022)

Based on the data that has been presented in table 1, it can be seen that the characteristics of the respondents are based on gender, where enthusiasts of Converse shoes are dominated by women with a total of 52 respondents followed by 48 female respondents. Meanwhile, the characteristics of respondents based on age were 80 respondents aged 21 - 25 years, then 10 respondents aged 26 - 30 years, then 3 respondents aged 31 - 35 years and 7 respondents aged 36-40 years. Characteristics of respondents based on income, it can be seen that respondents in the decision to purchase Converse shoes who are the millennial generation have various kinds of income. There are 31 respondents who have an income of less than IDR1.000.000, then there are 36 respondents who have an income of more than IDR1.000.000 to IDR2.500.000. Furthermore, there are 20 respondents who have an income of more than IDR2.500.000 to IDR4.000.000 and followed by 13 respondents who have an income of more than IDR4.000.000.

2. Instrument Testing
  a. Validity Test
  Based on the results of the data exposure shown in table 2 below, it can be said that the results of the validity test that have been carried out show the information VALID. This is because all questionnaire items have a calculated r value that is greater than the r table value.

Table 2.
Result of Validity Test of Product Design Variable, Sales Promotion Variable, Product Quality Variable and Purchase Decision Variable

Variable	Statement	Rtable	Rcount	Description
Product Design	1	0,763	0,195	VALID
	2	0,728	0,195	VALID
	3	0,728	0,195	VALID
	4	0,603	0,195	VALID
Sales Promotion	1	0,669	0,195	VALID
	2	0,602	0,195	VALID
	3	0,728	0,195	VALID
	4	0,513	0,195	VALID
	5	0,688	0,195	VALID

Variable	Statement	Rtable	Rcount	Description
Product	1	0,468	0,195	VALID
Quality	2	0,576	0,195	VALID
	3	0,538	0,195	VALID
	4	0,673	0,195	VALID
	5	0,670	0,195	VALID
	6	0,529	0,195	VALID
	7	0,619	0,195	VALID
	8	0,670	0,195	VALID
Purchase	1	0,883	0,195	VALID
Decision	2	0,786	0,195	VALID
	3	0,789	0,195	VALID

Source: Processed primary data (2022)

b. Reliability Test

Table 3.
Variable Reliability Test Results

Variable	Cronbach's Alpha	Description
Product Design	0,664	RELIABLE
Sales Promotion	0,646	RELIABLE
Product Quality	0,734	RELIABLE
Purchase Decision	0,723	RELIABLE

Source: Processed primary data (2022)

Based on the results of the data presented in table 3, it shows that the results of the reliability test on all variables are reliable. All variables have a higher value than Cronbach's alpha's value which is more than 0,60 or more than 60 so it can be said that the variables used in the questionnaire can be used as measuring tools for research.

3. Classic Assumption Test
a. Normality Test

Based on the results of the normality test described in table 4, it can be seen that asymmp.sig (2-tailed) has a value of 0,129. Based on the results of these values, it can be concluded that the data in the study were normally distributed because the value was greater than 0,05.

Table 4.
Normality Test Results
Kolmogorov Smirnov Test

Standarized Residual	N	Kolmogorov Smirnov	Asym.sig (2-tailed)	Sig.critial	Description
Model	100	0,079	0,129	0,05	Normal distribution

Source: Processed primary data (2022)

b. Multicollinearity Test

Based on the test results that have been presented in table 5, it can be seen that all independent variables do not experience multicollinearity. The product design variable has a tolerance value of 0,684 which is greater than 0,10 and a VIF value of 1,462 which is smaller than 10. Furthermore, the sales promotion variable has a tolerance value of 0.581 which is greater than 0,10 and a VIF value of 1,722 which is smaller than 10. Then the product quality variable has a tolerance value of 0,675 which is greater than 0,10 and a VIF value of 1,482 which is smaller than 10.

Table 5.
Multicollinearity Test Results

Independent Variables	Dependent Variables	Tolerance	VIF Value	VIF *Critical	Description
Product Design		0,684	1,462	10	There is no multicollinearity
Sales Promotion	Purchase Decision	0,581	1,722	10	There is no multicollinearity
Product Quality		0,675	1,482	10	There is no multicollinearity

Source: Processed primary data (2022)

c. **Heteroscedasticity Test**
   Based on the test results presented in Figure 1, it can be seen that the points contained in the scatterplot graph have spread and are randomly distributed. The points are evenly distributed at the top and bottom of the 0 value of the Y axis without forming a certain pattern so that it can be said that the data tested in this study did not occur heteroscedasticity.
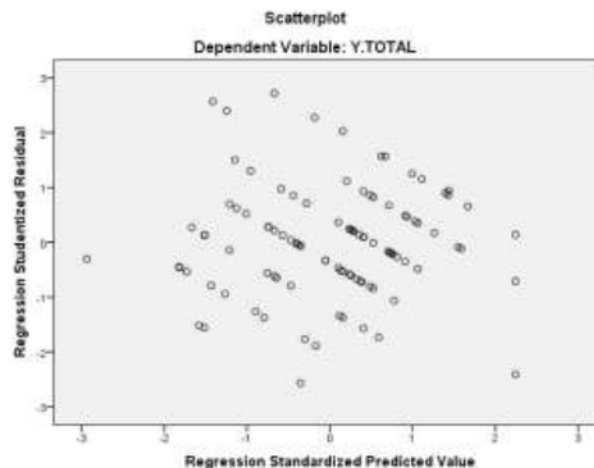

Figure 1.
Heteroscedasticity Test Results
Source: Processed primary data (2022)

4. **Multiple Linear Regression Analysis**
   The multiple linear regression equation obtained from the data in table 6 is as follows:
   $$Y = -0,539 + 0,143\ X_1 + 0,305\ X_2 + 0,125\ X_3 + e$$
   Information:
   Y   = Purchase Decision
   X_1 = Product Design
   X_2 = Sales Promotion
   X_3 = Product Quality
   e   = Error

Table 6.
Multiple Linear Analysis Results

Independent Variables	Dependent Variables	Unstandardized Coefficients			
		B	Std.error	t	Sig
Constant		-0,539	1,215	-0,444	0,658
Product Design	Purchase Decision	0,143	0,079	1,810	0,073
Sales Promotion		0,305	0,077	3,943	0,000
Product Quality		0,125	0,050	2,484	0,015

Source: Processed primary data (2022)

5. F Test

Based on the data that has been presented in table 7, it can be seen that the calculated F value on the independent variables namely product design, sales promotion and product quality on the dependent variable, namely purchasing decisions has a value of 25,270 so it can be said that product design, sales promotion and product quality have an effect on buying decision. This happens because the calculated F value is greater than F table where F count is 25,270 > F table 2,70.

Table 7.
F Test Results

ANOVA

Model	Sum of Square	Df	Mean Square	F	Sig
1 Regression	111,524	3	37,175	25,270	.000[b]
Residual	141,226	96	1,471		
Total	252,750	99			

Source: Processed primary data (2022)

6. t Test

Based on the test results in table 8, it can be seen that the t-count value on the product design variable gets a value of 1,810 while the t-table value is 1,984. The calculated t value obtained is still smaller than the t table value where 1,810 < 1,984. In the product design variable, the significance value obtained is 0,073, which is greater than the value of 0,05. Based on the test results, it can be concluded that the product design partially has no significant effect on purchasing decisions.

Based on the test results presented in table 8, it can be seen that the t-count value obtained for the sales promotion variable is 3,943 where this value is greater than the t-table value of 1,984 (3,943 > 1,984). The significance value of this sales promotion variable is 0,000 where this value is smaller than 0,05 (0,000 < 0,05). Based on the test results, it can be concluded that the sales promotion partially has a significant effect on purchasing decisions.

Based on the test results in table 8, it can be seen that for the product quality variable the t-count value obtained is 2,484 where the t-count value is greater than t-table where 2,484> 1,984. The significance value obtained by the product quality variable is at 0,015 where this value is smaller than the significance level of 0,015 < 0,05. Based on the results that have been tested, it can be concluded that the quality of the product partially has a significant effect on purchasing decisions.

Table 8.
t Test Results

Model	Unstandarized Coefficients		t	Sig
	B	Std.Error		
(Constant)	-0,539	1,215	-0,444	0,658
Product Design	0,167	0,079	1,810	0,073
Sales Promotion	0,395	0,077	3,943	0,000
Product Quality	0,231	0,050	2,484	0,015

a. Dependent Variable: Purchase Decision (Y)
Source: Processed primary data (2022)

7. **Coefficient of Determination**
Based on the results of the SPSS output, the coefficient of determination in table 9 can be seen that the R square value obtained is 0,441 or equal to 44,1%. Based on these results, it can be said that the effect of the independent variables of product design $(X1)$, sales promotion $(X2)$ and product quality $(X3)$ on the dependent variable of purchasing decisions (Y) is 44,1% and the remaining 55,9% is influenced by other variables. which were not investigated in this study.

Table 9.
Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. error of the estimate
1	0,664	0,441	0,424	1,213

Source: Processed primary data (2022)

Discussion
1. **Effect of Product Design, Sales Promotion and Product Quality on Purchase Decisions**
The results of this research show that product design variables (X_1), sales promotion (X_2) and product quality (X_3) simultaneously affect purchasing decisions (Y). This result is because when viewed from the test results that have been carried out, the calculated F value is greater than the table F value. The calculated F value gets a number of 25,270 where this value is greater than the F table value of 2,70 (25,270 > 2,70). Therefore, it can be concluded that product design, sales promotion and product quality simultaneously affect purchasing decisions. Based on the research that has been carried out in this study simultaneously product design, sales promotion and product quality are several factors that attract and become consumers' considerations in making purchasing decisions.

2. **The Influence of Product Design on Purchase Decisions**
The results of this study indicate that the product design variable (X_1) partially has no effect on purchasing decisions (Y). This can be seen from the t-count value which is smaller than the t-table value where the t-count value is 1,810 < 1,984 t-table. Furthermore, it can be seen that the product design significance value (X_2) is greater than the 0,05 significance level used, namely 0,073 > 0,05.

In this study, product design has no effect on purchasing decisions. Researchers suspect this is due to the large number of similar competitors in the shoe industry. So many other competing shoe brands such as Nike, Vans, and Adidas make consumers have many choices when they want to buy shoes coupled with the rapid development of local shoe businesses at this time. Then with so many competitors, they also continue to compete with each other to get their market. In addition, at this time there are so many different types and designs of shoes issued by each company so that consumers have many options. The designs designed by each shoe

company have their own characteristics so that sometimes it makes consumers' perceptions differ about the design, some feel happy and fit the model but some don't. Design becomes objective for consumers because every consumer has different tastes and cannot be generalized. Sometimes the variety of designs produced by one shoe company is always attractive in the eyes of its consumers so that sometimes consumers can easily switch to other shoe brands. Although product design does not have a significant influence on purchasing decisions, consumers' perceptions of product design are very interesting. This is in line with Ariella's research (2018) which shows the results that product design variables have no significant effect on purchasing decisions.

3. **Effect of Sales Promotion on Purchase Decision**

    Based on the results of the study, it can be seen that the sales promotion variable (X_2) partially influences purchasing decisions. This can be shown by looking at the t-count value of 3,943 which is greater than the t-table value (3,943 > 1,984). Then the sales promotion significance value (X_2) gets the number 0,000 where this value is smaller than the significance level used (0,000 < 0,05). Therefore, it can be said that the more attractive a sales promotion is, the more confident consumers will be in making purchasing decisions. These results are in line with the research of Tabelessy (2020) which shows the results that sales promotion partially have a significant effect on purchasing decisions.

4. **The Influence of Product Quality on Purchase Decisions**

    Based on the results of this study, it can be said that product quality (X_3) partially has a significant effect on purchasing decisions (Y). This is because the t-count value obtained is greater than the t-table where t-count is 2,484 > 1,984 t-table. Furthermore, the significance value of product quality (X_3) obtained a number of 0,015 where this value is smaller than the significance level used (0,015 < 0,05). Therefore, it can be said that the better the quality of the product, the more confident the consumer's purchasing decisions will be. These results are in line with the research of Tabelessy (2020) which states the results that product quality partially has a significant effect on purchasing decisions.

CONCLUSION

Based on the research that has been carried out, the results that have been obtained can be concluded as follows:

1. Product design, sales promotion and product quality simultaneously have a significant effect on consumer purchasing decisions for Converse shoes.
2. Product design partially has no significant effect on consumer purchasing decisions for Converse shoes.
3. Sales promotion partially has a significant effect on consumer purchasing decisions for Converse shoes.
4. Product quality partially has a significant effect on consumer purchasing decisions for Converse shoes.

Based on the results and conclusions that have been presented, the researcher also wants to provide suggestions that may be useful for the Converse company itself and for further researchers. Here are the suggestions given:

1. For Converse Companies

    Based on the results of this study, it is explained that product design, sales promotion and product quality simultaneously affect consumer purchasing decisions. Related to these results, the researcher would like to give advice to the company as follows:

    (a) Regarding sales promotion

    The results of this study indicate that sales promotion partially has a significant effect on consumer purchasing decisions for Converse shoes. Based on these results, the Converse company must continue to improve its sales promotion strategy. Respondents considered Converse's sales promotion to be "attractive" in the "frequent promotion"

indicator, but this indicator score is lower than other sales promotion attractiveness indicators that fall into the "very attractive" criteria. Because of this, Converse needs to provide more frequent promotions for both physical stores and online stores. The more often Converse holds various promotions, this can make it easier for Converse's name to be remembered in the minds of consumers. Converse can provide promotions through various means such as holding discount promotions, promotions for bundling purchases or holding special events and bazaars for Converse shoe lovers. The attractiveness indicator of a sales promotion "promotion with a long time span" also gets only "attractive" criteria. Because of that, Comverse can also increase the duration of their promotion period, especially on official online stores, to be longer so that consumers are happier to shop, especially seeing this millennial generation close to social media, so they are very happy to shop online. Furthermore, so that it doesn't feel monotonous, Converse can do promotions on certain weeks or specifically on certain beautiful days, not only promotions in certain seasons on holidays or semester holidays.

(b) Regarding product quality

The results of this study indicate that product quality partially has a significant effect on consumer purchasing decisions for Converse shoes. Based on this research, it can also be said that Converse has a "very good" product quality, but there is one quality indicator, namely "attractive visual appearance". Therefore Converse shoes need to improve the quality of the visual appearance of their shoes. Although Converse shoes have used various materials in producing shoes such as suede, vinyl, denim and hemp, almost all Converse shoes are usually produced using canvas material with a shoelace appearance that covers the upper part of the shoe. This canvas material is indeed better known by the general public but with this canvas material Converse produces shoes that are always the same and repeatedly without any changes so that this makes the appearance of shoes that are of less quality because there is no difference. With this, Converse needs to be more creative in using shoe materials, not only using canvas. For example, Converse can combine 2 or more materials in making 1 pair of shoes so that later the appearance of the shoe becomes more complex and not boring to look at. In addition, Converse can also innovate even more, for example by adjusting the color of the shoelaces with their shoes or giving motifs to the shoelaces, not just using plain white shoelaces in each series of shoes.

2. For Further Researchers

Looking at the results of the coefficient of determination with a figure of 44.1%, it can be said that the independent variable or variable X (product design, sales promotion, product quality) in this study has an influence of 42.4% on the dependent variable or variable Y (decision). purchase). Based on these results, the researcher hopes for further researchers to be able to use or add other variables such as viral marketing, brand image, price, service quality and others that can be discussed to complete the results of the analysis of these problems. The researcher also hopes that further researchers can use other methods in processing data or add other variables such as variable Z such as intervening, mediation, moderation, and others. This is so that this analysis can be sharper and deeper into the influence on consumer purchasing decisions for Converse shoes. Hopefully this research can continue to grow and continue over time.

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