

The Influence of Product Quality, Product Features, Product Design, and Product Trust on Purchase Decision

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Abstract: This research aims to determine the influence of product quality, product features, product design and product trust variables on purchase decisions from Wuling Motors products. Therefore, it would increase the amount of production. Through primary data gathered from respondents' questionnaires. This research was conducted throughout Indonesia with a total of 397 respondents. The sampling in this research used the Slovin formula method by margin of 5% errors. The analytical tool currently uses regression analysis. To test these research hypothesis by the T-test and F-test and descriptive analysis. The research outcomes from this research indicated that the product quality, product features, product design and product trust significantly affects purchasing decisions. But simultaneously, these four variables could describe their relations to purchasing decisions with an R-square value of 62.8%. This research was expected that Wuling motors manufacturers could improve its product quality, product features, product design and product trust, so that purchasing decisions would increase.

Keywords: Product quality, product features, product design, product trust, purchasing decision.

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I. Introduction

The automotive industry in Indonesia is currently becomes one of the pillars of the national economy and industry. The contribution from this sector ranks on third. Therefore, this industry will become the main focus of the Indonesian government. Haryono, Widi. (2014). Competition is getting tighter among the automotive brand holders in increasing unit sales, though the economic situation is tightly pressing their position in Indonesia, it causing companies to compete to innovate and transforms to anticipated failure to meet the market demands. The purchase decision is the selection of two or more alternative choices for consumers to purchase (Schiffman and Kanuk, 2008: 485).

The 4-wheeled automotive market at the beginning of the year was predicted to increase during 2020. This is according to the hopes and economic basics which are predicted to be better than before, coupled with the progress of infrastructure projects that the government has predicted will accelerate its absorption budget. In 2019, the number of vehicles that dominate is the passenger type while the commercial ones are under it. Over the last 5 years the Toyota brand, Daihatsu, Honda has been in the top position, such as the top 3 as the market leader. Since the 4th quarter of 2017, Wuling Motors has entered into the battle of the automotive market in Indonesia.

The market share of Wuling motorcycles in 2017 was 0.5%, 2018 was 1.5%, 2019 was 2.2%, This is an extraordinary achievement amid the negative sentiment about the brand. From 2017-2020, the total of Wuling Motors dealership reached 115 dealers throughout Indonesia.

Based on 2017-2020 wholesales data in volume has increased, but when compared to the specified target, still the sales are below the target and in volume, the difference between sales and targets is getting bigger. In 2017, it was (-950 units), 2018 (-2998 units), 2019 (-3657 units) and January-March 2020 (-2467 units) in the sense that it is still far from the determined target. When viewed from retail sales in 2017 amounted to 65% (-1736unit), 2018 amounted to 89% (-1837unit), 2019 amounted to 88% (-2888unit) and January - March 2020 was 68% (-1811unit), meaning that there are some problems occurring so the number of sales does not reach the target.

The quality of production, as could be seen from the number of claims in the first year, has increased from year to year, so there are indications of decrease in quality. Wuling motors is a brand from China, so the product trust is still in doubt.

From these data and explanations, it motivated the author to conduct the research on purchase decisions of Wuling motors products, through product quality variables, product features, product design and product trust as independent variables and purchase decisions as the dependent variable. This research was conducted on customers who have purchased Wuling motors throughout Indonesia.

The problem formulation on this research could be served as follows, whether product quality affects purchase decisions, product features affects purchase decisions, product design affects purchase decisions, product trust affects purchase decisions, product quality variables, product features, product design, and product trust simultaneously affects purchase decision.

II. Literature Review

Product

Products are everything that is offered to a market in order to fulfill wants or needs, including physical goods, services, experiences, events, persons, locations, properties, organizations, information and ideas. According to Kotler and Keller (2012:347), products should have advantages and benefits over other products in terms of quality, design, shape, size, packaging, service, warranty, and taste in order to attract consumers to try and buy the product.

In the Indonesian domestic market, Wuling Motors issued several products in the Low MPV (Multy Purpose Vehicle) segment with the name of Confero, Middle MPV with the name of Cortez, and Middle SUV (Sport Utility Vehicle) with the name of Almaz.

Quality

Based on Kotler and Armstrong (2014:259), quality is a characteristic of a product and its ability to meet predetermined and latent needs. Quality in the view of consumers is something that has its own scope which is different from the quality in the view of the producer when issuing a product that is commonly known for its true quality. Quality is the whole traits and characteristics of a product or service that affect its ability to satisfy which stated or implied in needs (Kotler and Keller, 2013:153). In simple terms, quality could be defined as a defect-free product. In other words, the product should be in accordance with the standard (Tjiptono, 2008: 67).

Product Quality

Brucks et al. (2000) in the research of Bei and Chiao (2001) said that in order to build durable goods that are quality to the consumers perceived, these perceived quality of the product plays an important role in influencing the purchase choices. Kotler and Armstrong (2008) define product quality as the ability of a product to carry out its functions, including reliability, durability, accuracy, ease of use and product improvement, as well as other valuable attributes.

There are nine dimensions of product quality based on Kotler and Keller (2013:350) such as: Form, Features, Performance Quality, Conformance Quality, Durability, Reliability, Ease of repair (repairability), style and design.

Product Features

Product Features are competitors 'tools to differentiate the company's products from other competitors' products (Ginting, 2012:97). Features are competitive means to differentiate the company's products from others (Kotler and Armstrong, 2008:273). Companies also have to think based on a collection or feature packaging (Kotler and Keller, 2009:8). From these experts' definitions it could be concluded if product feature is a component like the product characteristics such as color, packaging, retailer prestige, and service from the factory which ensures that the product could fill the needs and desires of consumers. To measure product feature variables, according to Kotler and Keller (2012) these are four indicators, namely: Feature Diversity, Feature Quality, Feature Importance and Feature Completeness.

Product Design

Design is a key element used to prepare a new marketing base that would increase the product value and its competitive value (Blijlevens & Schoormans, 2009). According to Kotler & Armstrong (2013), product design is the heart of the product. Good design not only contributes to the appearance of the product but also to its benefits. Kotler and Keller (2012) said if the product design is the whole of features that affects the appearance, taste and function of a product based on customer needs. Based on the above definition, it is clear that design is not merely a design on paper, but also the overall process until the work is realized and has value. The product design dimensions expressed in accordance with Kotler (2013) through its characteristics, model, colours.

Product Trust

Trust is seen as very important in the process of building and maintaining the partnership, although it is also recognized as difficult to manage (Bejou et al., 1998). Based on Parasuraman et al (1985, 1988), trust is used in terms of (togetherness with assurance) as a dimension of service quality.

According to Lau and Lee (1999), if one party believes, the other party will eventually generate positive acts towards the second party. They also assure that trust in the brand will lead into brand loyalty. There are three variables which affect the products trust, such as: Brand characteristics, company characteristics and consumer brand characteristics. The product trust dimensions were expressed by Mayer et al. (1995), there are three variables which build someone's trust in products, which are the ability, benevolence and integrity.

Purchase Decision

According to Kotler and Armstrong (2008:181), purchase decision is the decision to buy the most preferred brand, but two variables could be in between purchase intention and purchase decision. According to Schiffman and Leslie (2008: 485), a decision is a selection of two or more alternative options. Alternative options should be available to this person when making its decisions.

The purchase decision process according to Schiffman and Leslie (2008) has through these five main stages, namely: recognition of needs, identification of alternatives, evaluation of alternatives, decisions and post-purchase behavior. The process of creating these purchase decisions itself consists of 5 (five) stages (Kotler & Keller, 2009:235) such as: Determined of Needs, Information Search, Alternative Evaluation, Purchase Decisions, After Purchase Behavior.

Independent variables that affect simultaneously

This research will also analyze whether the mentioned independent variables above, namely product quality variables, feature variables, product design variables, product trust variables have jointly affected purchase decisions.

Theoretical Framework and Hypothesis

This below is a logical flow description of the theoretical framework which used by the author in this research.

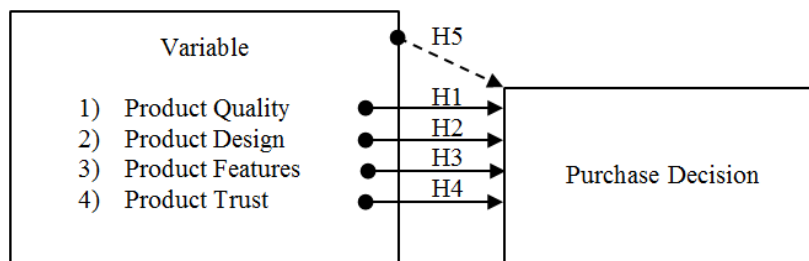


Figure 1.Theoretical Framework

- H1: Product quality affects purchase decisions
- H2: Product features affects purchase decisions
- H3: Product design affects purchase decisions
- H4: Product trust affects purchase decisions
- H5: Product quality, features, product design and product trust simultaneously affects purchase decisions

III. Research Methods

Research Design

The research design is an planning framework that used in conducting research and including the methods and procedures to analyze all the data obtained and produced the required information. By the right observed to the type of research and the topics discussed, this research was designed to use an descriptive research.

Research Variables and Attributes

This following table is a table that could describes each variable formed by its attributes:

Table 1. Product Quality and Attributes

Independent Variable	Attributes / Indicators	
Product Quality	V1	Form
	V2	Feature
	V3	Performance
	V4	Durability
	V5	Realbility

V6 Repairability
V7 Design

Source: Kotler & Keller (2013)

Table 2. Product Features and Attributes

Independent Variable	Attributes / Indicators	
Product Features	V8	Diversity of Features
	V9	Quality of Features
	V10	Importance of Features
	V11	Completeness of Features

Source: Kotler & Keller (2012)

Table 3. Product Design and Attributes

Independent Variable	Attributes / Indicators	
Product Design	V12	Product Features
	V13	Product Model
	V14	Product Colour

Source: Kotler (2007)

Table 4. Product Trust and Attributes

Independent Variable	Attributes / Indicators	
Product Trust	V15	Brand Characteristic
	V16	Company Characteristic
	V17	Ability
	V18	Benevolence
	V19	Integrity

Source: Kim, D. J., Ferrin, D. L., Rao, H. R. (2003) & Lau dan Lee (1999)

Table 5. Purchase Decisions and Attributes

Dependent Variable	Attributes / Indicators	
Purchase Decision	V20	Identified the Needs
	V21	Information Search
	V22	Alternative Evaluation
	V23	Purchase Decision
	V24	Post Purchase Behaviour

Source: Kotler & Keller (2009)

Types and Sources of Data

The author determines two types of data used in this study. The two types of data are primary data and secondary data. Research data are variables that affect a technique or type of research to be used.

Primary data in this study were obtained directly from distributing questionnaires to respondents who had made the purchase of Wuling Motors spread throughout Indonesia. Secondary data in this study is in the form of data that has been published by the company such as company profile data or company documents as well as other data related to and related to the object under study as a source of calculation so that it becomes ready-to-use data.

Population and Sample Research

The research population were customers who purchased Wuling Motors products which were produced by PT SGMW Motor Indonesia. The sampling method in this research used probability sampling with simple random sampling techniques based on criteria. Samples were taken randomly, regardless of the level in the population.

The number of samples in this research used the Slovin formula with an error margin of 5%. With a numbered of population of 43,427, the number of samples used was 397 samples which spread throughout Indonesia.

Data Processing and Analysis Methods

Data processed by respondents was carried out systematically with assist of IBM SPSS Statistics version 25 software. Data analysis methods were carried out by descriptive and quantitative analysis.

Descriptive analysis aims to describe the role and contribution of these four variables which affect the purchase decision. This analysis used descriptive data from the research results and the calculation through range of criteria and the range of the item value scale against the respondents' answers obtained from the questionnaire. Then, a quantitative analysis was done in where this analysis uses a measurement which involves in a certain number of units or expressed by numbers. The method of analysis was carried out through IBM SPSS Statistics version 25 program by performing validity tests, reliability tests, multiple linear regression analysis and hypothesis examination.

IV. Results And Discussion

Validity and Reliability Test

Validity and reliability tests are required in this research. The validity test aims to find out if the statements (instruments) in each variable are valid. Meanwhile, the reliability test aims to test how reliable the data used in this research was. Processing data by IBM SPSS Statistics version 25 software program, which have the results shows if the statements (instruments) of the research were declared valid, because they have significance below 0.05.

Meanwhile, the reliability test was carried out through Cronbach's Alpha reliability correlation coefficient method. The Cronbach's Alpha values for these five variables were 0.883, 0.914, 0.864, 0.942, and 0.916, respectively. The results of these five variables have an alpha value of > 0.70 (Standard Value). So it could be concluded that all of these instruments were reliable.

Multiple Regression Analysis

From the data processing results which carried out by the IBM SPSS Statistics version 25 program, it could be said if the coefficient of multiple linear regression equations could be seen in table 8 below:

Table 6. Multiple Linear Regression Coefficient
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.078	1.090		4.659	.000
	Total_PQ	.133	.049	.150	2.701	.007
	Total_FIT	.386	.056	.434	6.913	.000
	Total_DP	.197	.092	.128	2.129	.034
	Total_KP	.094	.023	.168	4.145	.000

a. Dependent Variable: Total PD

Based on table 6, it can be formed in the Multiple Linear Regression equation as follows:

$$Y = 5.078 + 0.133X_1 + 0.386X_2 + 0.197X_3 + 0.094X_4$$

Hypothesis Test

Partial Regression Coefficient Test (t-test)

The t-test is a way to examine whether the relationship between variables is significant. The independent variable (product quality, product features, product design, and product trust) with the dependent variable (purchase decision) respectively by constituting the variables that are not measured. The t-test for the product quality and purchase decisions variables could be stated as follows. Based on the results of data processed in table 6 above, it is known if t-count = 2,561. By using = 5% (n-k) it is known that t'count = 2.701 By using = 5% (n-k) it is known that the value of t-table 5% (397 - 5) = 392 with a t- table value of 1,966. So it could be concluded that t-count (2.701)> t-table (1966) or H0 was rejected. Besides, the significant value of the Product Quality variable was less than 0.05, which is equal to 0.007. Meaning if the product quality has a significant affect on purchasing decisions.

The t-test for product features and purchase decisions variables could be stated as follows. Based on the results of data processed in table 6 above, it is known that t-count = 6.913. By using = 5% (n-k) it is known that the t- table value of 5% (397 - 5) = 392 with t-table value of 1,966. So it is concluded that t-count (6.913)> t'table (1966) or H0 was rejected. Besides, the significant value from the Product Features variable was less than 0.05, which is equal to 0.000. Meaning if the product features have significant affect to the Purchase decisions.

The t-test for the Product Design and Purchase Decision variables could be stated as follows. The results from data processed in table 6 above, it is known that t-count = 2.129. Through = 5% (n-k) it is known if the value of t- table 5% (397 - 5) = 392 with value of t-table of 1,966. So it is concluded if the t-count (2.129)>

t-table (1966) or H0 was rejected. Besides, the significant value from Product Design variable was less than 0.05, which is only 0.034. Meaning that the product design has a significant affect on purchase decisions.

The t-test for the Product Trust and Purchase decision variables could be formed as follows. Based on the result of data processed in table 6 above, it is known if t-count = 4.145. Through = 5% (n-k) it is known that the t-table value was 5% (397 - 5) = 392 by a value of t -table 1,966. So it could be concluded if the t-count (4,145)> t-table (1,966) or H0 was rejected. Besides, the significant value of Product Trust variable was less than 0.05, which is equal to 0.000. Meaning if the product trust has a significant affect on purchase decisions.

The Simultaneous Regression Coefficient Test (F-Test)

Table 7 below shows the amount of the probability number in the ANOVA calculation which will be used for the feasibility test of the regression model provided the fits probability number that used as a regression model should be less than 0.05. The results of data processed software program from IBM SPSS Statistics version 25, as follows:

Table 7. Multiple Linear Regression Coefficient (ANOVA)
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2569.582	4	642.395	165.538	.000 ^b
	Residual	1521.219	392	3.881		
	Total	4090.801	396			

a. Dependent Variable: Total_PD

b. Predictors: (Constant), Total_KP, Total_PQ, Total_DP, Total_FIT

The F test results obtained a number of 165,538 with significant level of 0.000. Because the significance level of 0.000 and less than 0.05, this Multiple Linear Regression model also could be used in predicts the purchase decisions.

The results of data processed by the IBM SPSS Statistics version 25 software program in table 7 above show that if the F-count = 165.538 compared to the F-table value by the 0.05 probability, it is known that the F-table value = 0.05 (k-1). (n-k) = 0.05 (5-1). (397-5) = 2.39. Then it could be viewed that F-count (165,538)> F-table (2.39) or H0 was rejected. So It could be interpreted that there is a linear correlation between these variables of product quality, product features, product design and product trust simultaneously affect the purchase decision variable.

So it could be concluded that the variable of product quality, product features, product design and product trust simultaneously affect the purchase decision variable.

The Coefficient of Determination (R Square)

Table 8 shows the amount of the coefficient of determination which functions to determine the percentage of the dependent variable, which is the purchase decision, that could be predicted by independent variables, such as product quality, product features, product design and product trust.

Table 8. The coefficient of determination
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.793 ^a	.628	.624	1.970	.628	165.538	4	392	.000

a. Predictors: (Constant), Total_KP, Total_PQ, Total_DP, Total_FIT

It is known that the results of table 8, the R value is the value of the correlation or the value of the relationship between product quality, product features, product design and product trust that simultaneously affect purchase decision variable, which is 0.793 or 79.3%.

Meanwhile, the number R Square (the correlation number or r-square) is also known as the coefficient of determination. The coefficient of determination was 0.628 or 62.8%. This figure could be interpreted that all independent variables, such as product quality, product features, product design and product trust were capable to explained the relationship with the dependent variable, namely purchase decision, which is 62.8%. While the remaining 37.2% was explained by other variables outside the research.

Correlation Coefficient

The inter-dimensional correlation test is a test that conducted to see if the level of strength and weakness of the relationship between two variables as indicated by the Pearson Correlation (R) value where the conclusion of its general value is. Based on table 8. It is known that the relationship between the two independent variables and the dependent variable that indicated by the Pearson Correlation (R) = 0.793 was strong. Correlation analysis between dimensions of each variable product quality, product features, product design and product trust with purchase decisions as it shown in table 8 below.

Table 9. Correlation Matrix Between Variables

		Total_PQ	Total_FIT	Total_DP	Total_KP	Total_PD
Total_PQ	Pearson Correlation	1	.803**	.782**	.585**	.697**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	397	397	397	397	397
Total_FIT	Pearson Correlation	.803**	1	.833**	.614**	.764**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	397	397	397	397	397
Total_DP	Pearson Correlation	.782**	.833**	1	.615**	.710**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	397	397	397	397	397
Total_KP	Pearson Correlation	.585**	.614**	.615**	1	.601**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	397	397	397	397	397
Total_PD	Pearson Correlation	.697**	.764**	.710**	.601**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	397	397	397	397	397

** . Correlation is significant at the 0.01 level (2-tailed).

Based on table 8. Then the correlation analysis between variables could be shown as:

- 1) The amount of correlation between X1 and Y or Product Quality with Purchase Decisions was 0.697 ** meaning that the relationship between these two variables is strong and significant positive.
- 2) The amount of the correlation between X2 and Y or Product Features with Purchase Decisions was 0.764 ** meaning that the relationship between these two variables is strong and significant positive.
- 3) The amount of the correlation between X3 and Y or Product Design with Purchase Decisions was 0.710 ** meaning that the relationship between these two variables is strong and significant positive.
- 4) The amount of the correlation between X4 and Y or Product Trust with Purchase Decisions was 0.601 ** meaning that the relationship between these two variables is strong and significant positive.

Discussion

The Affect of Product Quality on Purchase Decisions

Based on the t-test result and significant value in table 6 shows that the first hypothesis was proven. Product quality significantly affects purchasing decisions. These results were in line with the researchers' understanding of their daily life in the field. Respondents argued if the product quality is indispensable in supporting purchasing decisions.

In line with these statement of one of the quality officials at PT SGMW Motor Indonesia that quality is a priority requirement in every product. Quality consists of capability, durability, reliability and ease of repair.

The Affect of Product Features on Purchase Decisions

Based on the t-test results and with the significant value in table 6 shows that the second hypothesis was proven. Product features significantly affect purchasing decisions. In accordance with the results of previous research which stated if the product features affects purchase decisions.

In line with the Engineering Product team at PT SGMW Motor Indonesia, the features in the wuling motor product are indeed superior to other competitors, it could be seen from the many embedded features and these features are useful for customers. To embed these features in the wuling motor product, various stages

were also carried out, including the market study process, the engineering process, the the assembly and test process, so these features used could actually function. And in the end customers could enjoy the features that provided in these products.

The Affect of Product Design on Purchase Decisions

Based on the t test result and significant value in table 6 shows that the third hypothesis was proven. Product design significantly affects purchase decisions. In accordance with the results from prior research and in line with researchers knowledges who stated if the product design has impacts on purchase decisions.

As it stated by Product planning that product design is face or appearance that will make someone amazed or impressed at first glance therefore this design should be carefully calculated. In determining the product design, things that should be considered are the shape, model, characteristics and colour that used. This is In line with the indicators or attributes in this research.

The Affect of Product Trust on Purchase Decisions

Based on the t-test result and the significant value in table 6 shows that the fourth hypothesis was proven. Product trust significantly affects purchase decisions. In accordance with the results from prior research which stated if the product trust has an impacts on purchase decisions.

From the point of view of Aftersales service, it also states if the product trust should be increased, such as the ability to provide after-sales service and realize long-term commitments. Some of the programs applied were included: the word of mouth program, to provide a longer engine warranty than other competitors.

The Affect of Independent Variables Simultaneously on Purchase Decisions

Referring to the F test result and the significant value in table 7 shows that the fifth hypothesis was proven. Product Quality, Product Features, Product Design, and Product Trust simultaneously affects the Purchase Decision on Wuling Motors products.

To see the amount of these simultaneous affect which it could be seen from the coefficient of determination (R Square) in table 8 which stated if the simultaneous contribution of the independent variable to the dependent variable was 0.628. This figure could indicated if all independent variables were capable explained their mutual to the dependent variable by 62.8%. While the remaining 37.2% was explained by other independent variables outside the research which could determine the increased on purchase decision.

V. Conclusion And Suggestion

Wuling Motors is a new product which has entered the market in Indonesia. Based on the company data, it shows that there is information which could be processed into suggestions for improvement in order to increase the purchasing decisions so the production will continue to increase.

The results showed if the Product Quality variable significantly affected Purchase decisions on Wuling Motors Products, Product Features significantly affected Purchase decisions on Wuling Motors products, product design significantly affected purchasing decisions on Wuling Motors products, product trust significantly affected purchase decisions on Wuling Motors products , product quality, product features, product design, and product trust simultaneously affect purchase decision on Wuling Motors products.

Some suggestions for managerial implications which could be given based on the results from this research are as follows:

In realizing an increase in the quality of Wuling Motors products, things that researchers could given as advised such as: a) Increase reliability through the best quality product materials with international standards so Wuling Motors products would have good quality that could be positioned as premium products, b) Increasing durability in each component, so the Wuling Motors products could create tough and reliable products, c) Increase repairs quickly if there has problem occurs with Wuling Motors products by forming an improvement team (Kaizen) or QCC (Quality Control Circle), and d) Maintain product quality on high standard by conducting quality audits every day with random sampling of 10 units. Then every problem could be found quickly.

In product design, several suggestion could be made up as: a) The product model or design should adjusted to the existing market in Indonesia. Such as cars for families and small vehicles that could pass through narrow streets in big cities such as city cars, b) Interior design should be made not narrow and comfortable then it will become a characteristic of Wuling Motors design, and c) Creating special colours which only owned by Wuling Motors products so they would be more exclusive. For example, Sky Blue or a sporty colour (lots of stickers like racing cars).

Product trust variables several things that researchers could recommended such as: a) Increase brand characteristics by participating in racing tournament contests, then it will increase trust in Wuling Motors products and brand, b) Continuously providing an excellent service to every Wuling Motors customer, by increasing Customer satisfaction (CS) No.1, c) Ensure that the stock of spare parts is fulfilled in each branch by

controlling the inventory management appropriately, and d) Increase the ability of spare part supply lead time by shortening the supply chain, such as build the depots or warehouses in big cities throughout Indonesia So the customers will be more confident and trusting in Wuling Motors products.

All variables (product quality, product features, product design, and product trust) were simultaneously affected on Wuling Motors products' purchase decisions, so the PT SGMW Motor Indonesia needs an improve and maintained all these variables so it would improve the purchase decisions towards Wuling Motors products.

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