


# THE INFLUENCE OF PRODUCT QUALITY, PRICE, AND PRODUCT DESIGN ON CONSUMER PURCHASING DECISIONS OF EIGER PRODUCTS

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<p><b>Receive:</b> 11/06/2026 <b>Accepted:</b> 25/06/2026 <b>Publish:</b> 25/06/2026</p> <p><i>Correspondence*</i></p>  <p>This work is licensed under the <a href="https://creativecommons.org/licenses/by/4.0/">Creative Commons Attribution 4.0 International License</a>.</p>	<p><b>Abstract</b> - This research aimed to determine the effect of product quality, price and product design on the purchasing decisions of Eiger products in 2022. The independent variables were product quality, price and product design, whilst the dependent variable was purchasing decisions. The research was quantitative. Furthermore, the data collection technique employed purposive sampling, wherein the sample was selected based on specified criteria. Additionally, the data collection instrument utilised questionnaires. The questionnaires were distributed to 100 respondents as the sample. Additionally, the data analysis technique employed multiple linear regression using SPSS (Statistical Product and Service Solutions) 25. The results concluded that product quality had a significant effect on purchasing decisions regarding Eiger products. Similarly, price had a significant effect on purchasing decisions regarding Eiger products. Likewise, product design had a significant effect on purchasing decisions regarding Eiger products..</p> <p><b>Keywords</b> : Product, Price, Design, Purchasing Decisions.</p>
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## Introduction

In today's modern era, the freedom to engage in outdoor activities has prompted companies operating in the outdoor sector to be even more creative in innovating and improving the quality and design of their products so that they can continue to compete with their rivals in the outdoor equipment sector. Especially during the current pandemic, companies must be even more astute in formulating pricing strategies for product marketing. Companies need to be aware of the factors influencing a consumer's decision to purchase a product; naturally, these factors extend beyond the economy but also in terms of the price competition offered by companies to consumers, so that consumers can compare products with those offered by other competitors. In modern retail today, there is a growing number of shops selling outdoor equipment, one of which is Eiger. Eiger is an Indonesian company and brand that produces outdoor equipment and gear; it was founded by Ronny Lukito in 1993, with the first Eiger store opening in 1994 in Cihampelas, Bandung. The name 'Eiger' itself is inspired by Mount Eiger, located in the Bernese Alps, Switzerland, which stands at 3,970 metres above sea level. The first product launched by Eiger was a bag, which led to the opening of a small bag shop. Over time, Eiger began producing adventure gear, which is divided into three main brands: Eiger, positioned as an adventure lifestyle brand, Bodypack with an 'e-lifestyle' positioning, and Nordwand with an 'outdoor living' positioning.

The current trend in society is a shift in fashion and style. Even among university students, there are many who use Eiger products as a fashion statement, whether on campus or in their daily lives. Initially, Eiger was better known as a provider of outdoor equipment.

Table 1  
Top Brand GEN-Z Index 2021  
(Personal Accessories Category: Shoes and Sandals)

No	Brand	Percentage
1	Eiger	37.1%
2	Carvil	18.3%
3	Ardiles	11.2%
4	Bata	7.1%
5	Nike	6.8%

Source: [www.topbrand-award.com](http://www.topbrand-award.com), 2021

Table 1 shows the results of research conducted both online and offline on the website [topbrand-award.com](http://topbrand-award.com) in 2021. Eiger products ranked first in the personal footwear category with a share of 37.1%, whilst Carvil products ranked second with a share of 18.3%. From this high percentage for Eiger, it can be seen that users of Eiger products are not limited to those who enjoy outdoor activities. Furthermore, in terms of fashion and style, a growing number of people prefer outdoor products. Eiger was included in the top brand nominations due to the large number of consumers who like Eiger products and consequently decide to purchase them.

Sales of Eiger products in 2021 reached 84.1% of the sales target. Despite the COVID-19 pandemic, which led to the implementation of PPKM (Community Activity Restrictions), consumers remained enthusiastic about purchasing Eiger products via e-commerce. The CEO of PT Eigerindo MPI, Christian H Sarsono, revealed that during the Covid-19 pandemic, and particularly amidst various natural disasters, sales of Eiger products remained quite strong and even increased during the pandemic (source: [www.kumparan.com](http://www.kumparan.com)). This indicates that Eiger products have become a distinct point of interest for the public due to the quality, price and design of the products, which influence consumers' purchasing decisions. Consequently, Eiger product sales did not decline during the pandemic.

According to Schiffman and Kanuk (2007), product quality is a company's ability to imbue each of its products with an identity or distinctive characteristics so that consumers can recognise them. As product quality improves, this influences the decision to purchase a product. Another factor that can influence purchasing decisions is price. Price is one of the key factors that significantly determines the consumer's deliberation process when deciding to purchase a product. Price is an exchange value that can be equated with money or other goods for the benefits derived from a good or service at a specific time and place; the term 'price' is used to assign value to a product. Product design also influences the decision to purchase a product. The more attractive the product design, the greater the product's marketability; product design generally emphasises aesthetic values (beauty), art, and uniqueness.

## Literature Review

### Purchase Decisions

Consumer purchasing decisions constitute an actual behavioural action by consumers to purchase a product; every company undoubtedly has strategies to attract consumers' attention and persuade them to buy its products. According to Tjiptono (2012), a purchasing decision is a process whereby consumers recognise their problem, seek information regarding a specific product or brand,

and carefully evaluate whether each alternative can solve their problem, which subsequently leads to a purchasing decision.

Factors that can influence purchasing decisions include social factors, personal factors, cultural factors, and psychological factors. There are six indicators of purchasing decisions made by consumers, namely: a) the purpose of buying a product, b) information processing leading to brand selection, c) commitment to a product, d) providing recommendations to others, e) making repeat purchases, f) the quantity of products purchased.

### **Product Quality**

Product quality refers to the overall properties or characteristics of goods and services that influence their ability to meet the needs implied by them. Consumers can also play a part in determining product design specifications, so that companies need only manufacture and offer their products to those who order them or to consumers (Kotler & Keller, 2009).

According to Assauri (2019), several factors that influence product quality are as follows: a) Production Costs, b) Production Process Requirements (Mounting Product Requirements), c) Materials, d) Product Function, e) External Factors. Product quality indicators according to Tjiptono (2008) include: a) Performance, which refers to the operational and core product characteristics purchased; b) Additional features, which are secondary or supplementary characteristics of the product that can serve as an added attraction for consumers; c) Conformity to specifications, which refers to the design and operational characteristics of the product meeting established standards; d) Durability refers to how long the product in question lasts before it needs to be replaced; e) Reliability ensures that the product will function satisfactorily over a certain period and minimises the likelihood of damage or failure; f) Aesthetics: the product's appearance that makes it attractive to consumers; g) Perceived quality: consumers' perception of a product's quality or superiority; h) Repairability encompasses the speed and ease of repair, as well as the competence and friendliness of service staff.

### **Price**

Price is the amount of value exchanged for a product or service that is useful to the consumer. Price is extremely important for a company as it influences competition between firms offering similar products. If the price is commensurate with the product's quality and attracts consumers to the product on offer, consumers will decide to purchase it and the company will generate a profit.

There are several factors that influence the setting of a product's price. According to Tjiptono (2015), the factors influencing the setting of a product's price are as follows: a) Demand-Based Pricing, b) Cost-Based Pricing, c) Profit-Based Pricing, d) Profit-Based Pricing. According to Tjiptono (2015:151), the price indicators are as follows: a) Price Affordability, b) Price-Quality Alignment, c) Price Competitiveness, d) Price-Benefit Alignment. The role of price, according to Tjiptono (2008), in the decision-making process is the allocative role of price and the informational role of price.

### **Product Design**

Product design is extremely important because it can attract consumers' attention. It is not merely about the external appearance; product design is the process of creating and developing the concept of a new product. Kapsir et al. (2021) state that the definition of product design is a systematic approach to integrating product planning and the processes that influence it, including manufacturing and support. According to Muhajirin (2018), the factors influencing product design are as follows: a) Marketing Factors, b) Performance Factors, c) Production Factors, d) Functional Factors, e) Marketing Factors, f) Form Quality Factors, g) Producer Interest Factors. Product design indicators consist of design variations, the latest models, trend-following designs, and idea development.

## Previous Studies

There are several previous studies that the author has used as references in compiling this research; these are as follows:

Irvanto and Surjana (2020) found that product design, product knowledge and brand awareness significantly influence the purchase intention for Eiger products. Mukarromah and Rofiah (2019) found that brand image, product design and product quality influence the purchase decision for Bata brand shoes. Ariella (2018) found that product quality influences purchasing decisions, whilst product price and product design do not influence Mazelnid consumers' purchasing decisions. Budi (2019) found that brand image, product quality and brand ambassadors have a positive influence on the decision to purchase Eiger products. Winata (2020) found that product quality, price and brand image have a positive influence on the decision to repurchase credit on Telkomsel's Simpati cards. Alfaqih et al. (2021) found that price, product design and product quality influence the intention to purchase Kisiro Sari futsal jerseys in Kediri City. Naufal (2021) found that product quality, product design and price influence the decision to purchase a Honda ADV150 motorcycle.

## Conceptual Framework

The conceptual framework of this study is as follows:

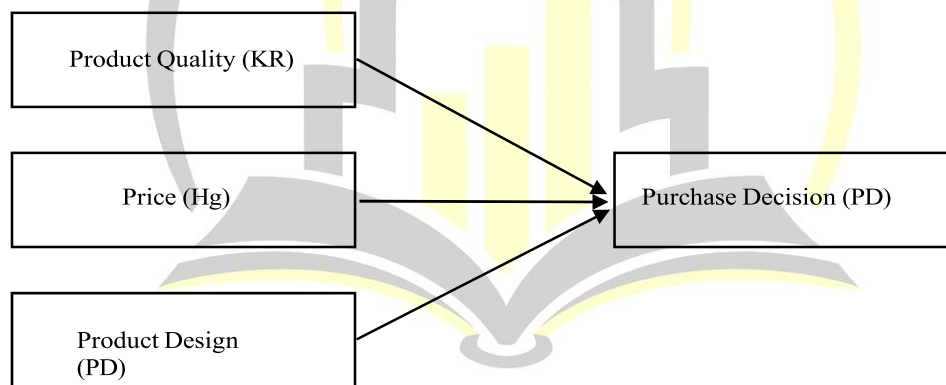


Figure 1  
Conceptual Framework

## Methodology

### Sampling Technique

The sampling technique used in this study is purposive sampling, whereby the sample is determined using specific criteria tailored to the research. The sample in this study consists of consumer in Surabaya in 2022 who use Eiger products. Lemeshow's formula (Arikunto, 2010) was used to determine the sample size as follows:

$$n = \frac{z^2 \cdot p \cdot q}{d^2}$$

Notes:

n = Sample size

z = z-score at 95% confidence = 1.96 p = maximum estimate = 0.5

q = 1-p

d = error = 10%

The sample size is calculated as follows:

$$n = \frac{1.96^2 \cdot .05 \cdot (1 - 0.05)}{(0,1) \times 2} = 96.04$$

The result n in the formula above is 96.04, so the researcher rounded it up to 100 respondents.

## Data

This study employed a questionnaire as the data collection technique. The type of data used was self-report data, which comprised the experiences and characteristics of consumers using Eiger products. The data source utilised was primary data, i.e. data obtained directly by the researcher from respondents meeting the criteria established by the researcher. Consequently, the researcher obtained questionnaire responses relating to the research problem. To measure the variables, the researcher used a Likert scale with the following categories: (1) Strongly Disagree, (2) Disagree, (3) Somewhat Disagree, (4) Agree, (5) Strongly Agree.

## Model Development

Variables and Operational Definitions of the :

### Product Quality (KR) Variable

Product quality is the totality of the properties or characteristics of goods and services that influence their ability to fulfil the needs implied within them. The quality of Eiger products benefits customer both physically and mentally, referring to the completeness or characteristics present in a product. Indicators of product quality are Performance, Additional features, Conformity to specifications, Durability, Reliability, Aesthetics, Perceived quality, and Ease of repair.

### Product Price (Hg)

Price is the amount of value exchanged for a product or service that is useful to the consumer. The price of Eiger products is commensurate with their quality; although the prices are relatively high, they are popular amongst customer who use Eiger products. There are several price indicators, namely affordability, the alignment of price with product quality, price competitiveness, and the alignment of price with benefits.

### Product Design (PD)

Product design is the totality of features that influence the appearance, feel and function of a product based on customer needs. Eiger's product design is crucial for attracting the attention of customer who use these products. Naturally, young people consider product design in terms of form, features, durability, product advantages and the level of suitability for each individual. There are several indicators of product design, namely design variety, the latest models, trend-following design and idea development.

### Purchase Decision (PD)

Consumer purchasing decisions are the actual behavioural actions taken by consumers to purchase a product; every company has a strategy to attract consumers' attention. Students at STIESIA Surabaya seek information on the products they desire and then compare the advantages and disadvantages of several products; the results of this product comparison form the basis for their purchasing decisions. The following are the indicators that influence purchasing decisions: Product Choice (PD1), Brand Choice (PD2), Channel Choice/Recommendation (PD3), Time of Purchase (PD4), Purchase Quantity (PD5), and Consumer Payment Method (PD6).

## Results and Analysis

### Results

#### Descriptive Statistical Analysis

Sugiyono (2017) states that this analysis is a statistical method used to analyse collected data without intending to draw conclusions applicable to the general population or make generalisations. This analysis is used to determine the values of the data characteristics defined by the researcher and can provide a description based on the mean, maximum value, minimum value, and standard deviation.

The results of this study show that product quality has a minimum value of 21, a maximum value of 29, a mean of 25.72, and a standard deviation of 1.712. The results for price in this analysis show a minimum value of 14, a maximum value of 20, a mean of 18.59, and a standard deviation of 1.303. The results for product design in this analysis are a minimum value of 14, a maximum value of 20, a mean of 17.85, and a standard deviation of 1.218. The results for the purchase decision in this analysis are a minimum value of 23, a maximum value of 30, a mean of 27.48, and a standard deviation of 1.673.

#### Variables and Operational Definitions of the Product Quality (KR) Variable

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### Multiple Linear Regression Analysis

This multiple linear regression analysis aims to measure the strength of the relationship between two or more variables and to indicate the direction of the relationship between the dependent variable and the independent variables (Ghozali, 2016). This analysis is used to determine the extent to which the independent variables influence the dependent variable. The results of the multiple linear regression analysis using SPSS version 25 are as follows:

Table 2  
 Results of Multiple Linear Regression Analysis

Model		Coefficients <sup>a</sup>		
		Unstandar dised Coefficient s B	t	Sig.
1	(Constant)	2,462	1,582	.117
	KR	.412	6,054	.000
	Hg	.134	2,024	.046
	DP	.668	6,791	.000

a. Dependent Variable: KP

Source: Processed primary data, 2022

Table 2 above shows the results of the multiple linear regression equation, namely:

$$KP = 2.462 + 0.412KR + 0.134Hg + 0.668DP + e$$

**Test of Classical:  
 Normality Test**

The normality test in this study found that the residual values are normally distributed. Based on the results of the SPSS Normal *P-Plot* graph, the points on the graph are scattered around the diagonal axis. In line with the results of the normality test using the *Kolmogorov- Smirnov* test, which found that the *Asymp. Sig* value was  $0.713 > 0.05$ , this means that the variables of product quality, price, product design and purchase decision are normally distributed.

**Multicollinearity Test**

This multicollinearity test was used to examine whether the regression model revealed any correlation between the independent variables. The results obtained by the researcher indicate that no multicollinearity exists among the variables. This is because the *Tolerance* values are  $> 0.10$  and the *VIF* values are  $< 10$ . Specifically, for product quality, the *Tolerance* value is  $0.978 > 0.10$  and the *VIF* is  $1.023 < 10$ . For price, the *Tolerance* value is  $0.574 > 0.10$  and the *VIF* is  $1.741 < 10$ . Meanwhile, for product design, the *Tolerance* value is  $0.566 > 0.10$  and the *VIF* is  $1.766 < 10$ .

**Heteroscedasticity Test**

This test is used to determine whether a regression model exhibits unequal variance and residuals across observations. The results of the heteroscedasticity test in this study indicate that there is no heteroscedasticity, as the data points in the *scatterplot* are randomly distributed both above and below the value of 0.

**Model Suitability  
 Test: F-Test**

This test is used to assess whether all the independent variables used can be considered valid or invalid. The following are the results of the F-test using SPSS 25:

Table 3  
 Results  
 of the  
 F-Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	213,134	3	71,045	106.857	.000 <sup>b</sup>
	Residual	63,826	96	,665		
	Total	276,960	99			

a. Dependent Variable: KP

b. Predictors: (Constant), DP, KR, Hg

Source: Processed primary data, 2022

Based on the results in Table 3, it is evident that the regression model is suitable for International, Journal of Sharia Business Management (IJMBS), Vol. 5 (2), June 2026 | 384

analysing all independent variables against the dependent variable. This can be seen from the significance value of  $0.000 \leq 0.05$ . The conclusion that can be drawn is that product quality, price and product design have a simultaneous effect on purchasing decisions.

### Coefficient of Determination ( $R^2$ )

The coefficient of determination test is used to measure the model's ability to explain the dependent variables. The coefficient of determination ranges from zero to one. A key characteristic of this test is that as the coefficient of determination ( $R^2$ ) approaches 1, the greater the value of  $R^2$ . This indicates that the contribution of the independent variables to the dependent variable collectively becomes more significant, and the model can be considered valid. The results of the coefficient of determination test are as follows:

The results of the coefficient of determination test show that the R-squared value is 0.770, meaning that the influence of the independent variables on the dependent variable is 77%. This implies that the variables of product quality, price and product design have a fairly high influence on purchasing decisions, amounting to 77%. The remaining 23% comprises other factors influencing purchasing decisions, such as Brand Image and Promotion.

The results of the t-test indicate that product quality has a significant effect on purchasing decisions, as evidenced by a significance value of  $0.000 \leq 0.05$ . Price has a significant effect on purchasing decisions, as evidenced by a significance value of  $0.046 \leq 0.05$ . Product design also has a significant effect on purchasing decisions, as evidenced by a significance value of  $0.000 \leq 0.05$ .

### Hypothesis Testing (T)

The T-test is used to show the extent to which individual independent variables influence the dependent variable. This test is used to determine whether, individually, the independent variables have a significant influence on the dependent variable under investigation. The results of the model suitability test (F) are as follows:

Table 5  
 Results of the Hypothesis Test (T)

Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	2.462	1,557		1,582	.117
KR	.412	.068	.422	6,054	.000
Hg	.134	.066	.105	2,024	.046
DP	.668	.098	.486	6,791	.000

The results of the t-test in Table 5 indicate that product quality has a significant effect on purchasing decisions, as evidenced by a significance value of  $0.000 \leq 0.05$ . Price has a significant effect on purchasing decisions, as evidenced by a significance value of  $0.046 \leq 0.05$ . Product design also has a significant effect on purchasing decisions,

as evidenced by a significance value of  $0.000 \leq 0.05$ .

## Discussion

### The Effect of Product Quality on Purchase Decisions

This study found that the Product Quality variable has a significant influence on purchasing decisions. Product Quality is a crucial factor in determining the decision to purchase a product. Product Quality refers to the overall characteristics or attributes of goods and services that influence their ability to meet the needs implied within them. Eiger products can be considered high-quality if they align with what consumers, can be utilised effectively, and are manufactured properly and correctly. In terms of material quality, Eiger products use high-quality, durable materials, thereby attracting customer to make a purchase decision regarding Eiger products. This indicates that as the quality of Eiger products increases, so too does the interest of customer; therefore, if Eiger wishes for its products to attract many potential buyers, the product quality must also be improved.

The results of this study are consistent with previous research, namely studies conducted by Ariella (2018), Poespa *et al.* (2020) and Prasetyo *et al.* (2021), which state that product quality has a significant influence on consumer purchasing decisions. This contrasts with the findings of a study by Ferlita *et al.* (2022), which stated that product quality does not have a significant influence on purchasing decisions.

### The Effect of Price on Purchase Decisions

This study found that the Price variable has a significant influence on purchasing decisions. Price is the value exchanged for a product or service that is useful to consumers. Price is one of the key variables in marketing. It serves as an indicator in determining a product's value, and can influence consumer interest during the purchasing decision process. The setting of a product's price is used to determine a price that aligns with consumer expectations. This is considered in several aspects: demand, costs, profit, and competitive pricing. Appropriate and well-aligned pricing significantly influences consumers in making purchasing decisions. The reason is that the price offers value commensurate with the money spent by consumers. It can be concluded that the higher the price of the product offered by Eiger, the more likely customer are to make a purchase decision, as the benefits of Eiger products align with the set price. Eiger products have a well-known brand reputation among customer; furthermore, Eiger products are also renowned for their quality. Eiger products are capable of satisfying consumers; even though prices are rising, consumers continue to make purchasing decisions because they are satisfied with Eiger products.

The results of this study are consistent with previous research, namely studies conducted by Sari and Prihartono (2021), Meutia *et al.* (2021) and Tania *et al.* (2022), which stated that price has a significant effect on purchasing decisions. This contrasts with the findings of a study by Khuri (2020), who stated that price does not influence purchasing decisions.

### The Influence of Product Design on Purchase Decisions

This study found that the Product Design variable has a significant influence on Purchase Decisions. Product design is the key to a product's success in penetrating the market; designing a product involves observing the market, what the market wants, market needs, and market capacity, as well as many other factors that are ultimately applied in product planning. Aspects of product design include form, features, suitability, durability, reliability, style, and ease of repair. In the process of making a purchase

decision, customer not only require information about Eiger products but also tend to handle the products themselves for evaluation. Customers believe that the product design evaluation process provides options for selection and consideration when making a purchase decision regarding the desired Eiger product. It can be concluded that if Eiger's product design aligns with what customer desire or require, it will enhance their decision to purchase Eiger products. The better the product design, the more likely customer are to make a purchase decision. Furthermore, product design is a key attraction for buyers; therefore, it must keep pace with contemporary trends.

The results of this study are consistent with previous research, namely studies conducted by Putri *et al.* (2022), Nur'aeni *et al.* (2022) and Siregar *et al.* (2022), which state that product design has a significant influence on purchasing decisions. This contrasts with the research conducted by Muizzudin (2022), who stated that product design does not have a significant influence on purchasing decisions.

## Conclusions And Recommendations

### Conclusion

The following conclusions can be drawn from the results of this study: (1) Product quality has a significant influence on the decision to purchase Eiger products customers who use Eiger products. This indicates that the higher the quality of Eiger products, the greater the interest among customers, as the product quality aligns with what these students desire. The materials used in Eiger products are of high quality and durable, thereby attracting customers to make a purchase decision regarding Eiger products. (2) Price has a significant influence on the purchase decision of Eiger products among customers who use Eiger products. This indicates that the higher the price offered by Eiger, the more likely customers are to make a purchase decision, as the benefits of Eiger products align with the set price. Eiger products are well-known for their brand and product quality among customers. Eiger products are able to satisfy consumers; even though prices are rising, consumers continue to make purchasing decisions because they are satisfied with Eiger products. (3) Product design has a significant influence on the purchasing decisions of customers who use Eiger products. This indicates that if Eiger's product design aligns with what customers desire or require, it can enhance their decision to purchase Eiger products, as product design is one of the attractions for buyers, so product design must keep pace with the times.

### Recommendations

Based on the results of the study, the researcher has several recommendations be utilised, namely: (1) It is hoped that Eiger will improve the quality of its products so that customers who use Eiger products will continue to place their trust in Eiger. Prices should be adjusted to reflect the benefits of the products, and the product design should be made more appealing. (2) Future researchers may include other independent variables that influence purchasing decisions, such as product promotion or brand image. It is hoped that the scope of the research can be expanded, so that there are a sufficient number of respondents in line with the research requirements.

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