



The Effect of Product Quality and Product Design on Purchasing Decisions For Erspo Jerseys For The Indonesian Soccer National Team With Fanaticism as an Intervening Variable

Muhammad Haekal Matondang¹, Tuti Anggraini², Waizul Qarni³

Universitas Islam Negeri Sumatera Utara

* Correspondence : haikalmatondang20@gmail.com

ABSTRACT

This study aims to see the effect of Product Quality and Product Design on Purchasing Decisions for Erspo jersey products for the Indonesian national football team with Fanaticism as mediation. This research uses a quantitative approach with data collection techniques using questionnaires distributed to 100 respondents who buy the jersey, this research was analyzed using Smart PLS 4.0. The results of this study indicate that Product Quality has no effect on Purchasing Decisions, Product Design has no effect on Purchasing Decisions, Fanaticism has an effect on Purchasing Decisions, Fanaticism cannot mediate the impact of Product Quality on Purchasing Decisions, Fanaticism cannot mediate the impact of Product Design on Purchasing Decisions. Which means that consumers do not care about the Product Quality and Product Design, consumers only follow their Fanaticism in supporting the National Team to buy Erspo Jersey products for the Indonesian National Soccer Team.

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1. INTRODUCTION

In many parts of the world, including Indonesia, soccer is one of the most popular sports. Regardless of caste, age, or even gender, soccer is one of the most beloved and popular games in the world, with supporters from all walks of life. The most popular sport in the world is a game where two teams of eleven players each compete to score as many goals as possible against the opposing team. This is evident by the number of people and children, whether living in rural areas or in other parts of the world, who play this sport with tremendous fervor. (Hapsari & Wibowo, 2015). Around 30% of Indonesians use the internet, making it the country with the highest percentage of internet users (Siti Aisyah dkk., 2022). This fanaticism encourages many people to buy products related to the national team, including jerseys. National team jerseys are a symbol of pride and support for fans. One of the items that team members often wear to show their team affiliation is a jersey. Athletes' names or numbers are also displayed on their jerseys, which usually feature the team's colors and crest. Jerseys can also usually contain philosophical and historical meanings. The design of a jersey can also be taken from the background or story behind the team so that there is pride when wearing the jersey. (Khomsiyah & Sanaji, 2021).

Erspo is one of the brands from Indonesia engaged in sports apparel such as jerseys. Erspo is a subsidiary brand of Erigo which was founded in 2023 to become the official apparel sponsor of the Indonesian national team, which is one of the leading fashion companies in Indonesia. Business people also carry out seasonal competitiveness and do it innovatively (Hamdun dkk., 2022). Business actors are needed to constantly research and observe their customers' behavior in order to understand and create services that fulfill their requirements (Arifandi Banurea & Aisyah, 2022). Erspo brand makes various kinds of texture details and prices to adjust the quality obtained according to the version of the product purchased by consumers. The version of the national team jersey this time is divided into 3 types, namely the first Jersey Player Issue, the first version is priced at Rpd 1,299,000 and has 100% of the same features as the jersey worn directly by Indonesian national team players, with quality materials and the latest technology. And the most prominent of this version is the 3D silicone emblem, FIFA patch, and authentication label. The second is the Replica Jersey, this version is priced at IDR 599,000 which is included in the middle. This Replica version of the jersey has a material similar to the Player Issue version, but it is not as detailed and sophisticated as that version, in this version the emblem is printed and does not use 3D silicone, and there is no FIFA patch or authentication label. It can also be seen that the stitching details and motifs are not as precise as the Player Issue. The third is the Supporter Version, this version is priced at IDR 199,000 and is the cheapest among the three types of Indonesian national team jersey this time. In this version the material becomes simpler and very impressed cheap, seam details and motifs are simpler, this version of the jersey has the most minimal features, only the basic design of the jersey without other frills. Especially Indonesia and young people who are increasingly changing their lifestyle (Abduh Malik Ahmad Arrasyid & Nurbaiti, 2022). In this case, the company must have a strategic strategy in dealing with threats from competitors. (Rasta dkk., 2024).

Of course, from the title of this research there is a phenomenon in which from the release of the Indonesian National Team Soccer Jersey, there are most Indonesian soccer fans, soccer observers who do not accept the product quality and design of the jersey until the emergence of the hashtag “#BoycottErspo” on social media including Twitter. But there are

also soccer fans who still buy the Jersey because they are fanatical in supporting the Indonesian national football team. However, in the midst of high public fanaticism, there are some controversies regarding the quality of this jersey. Some buyers complained about the quality of the jersey which was considered not in accordance with the quality that was said. There are those who find defects in the seams, thin materials, to colors that fade easily.

In accordance with the explanation above, I chose the title for my final project, namely "The Effect of Product Quality and Product Design on Purchasing Decisions for Erspo Jerseys for the Indonesian National Soccer Team with Fanaticism as an Intervening Variable". The purpose of this study aims to analyze the effect of Fanaticism on purchasing decisions for the Indonesian national football team jersey released by the Erspo brand, whether Fanaticism can have a big influence in purchasing the Erspo brand Indonesian national team jersey which has received controversy in product quality and design on the product.

2. METHODS

Researchers use quantitative research methods, which is a methodology that emphasizes breadth of information rather than depth, making it suitable for use in large populations with limited variables to collect data or study results. (Sugiyono, 2019). Considered to represent the entire population of this study using multiple linear regression, the population in this study are buyers of the Erspo Jersey for the Indonesian Soccer Team.

Researchers collected primary data using a questionnaire with a non-probability sampling approach, which is a sampling strategy that does not give every element or member of the population the same opportunity to be selected as a sample. (Sugiyono, 2019). The data collection technique used in this research is a survey, a survey is conducted by collecting data and information from respondents as a research sample using a questionnaire as a data collection instrument. This study uses a sample size technique, namely using the Cochran formula because the population does not know its quantity. (Sugiyono, 2019).

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1,96)^2 (0,5)(0,5)}{(0,10)^2}$$

$$n = 96,04 = 97 \text{ Peoples}$$

Notes:

n = sample

z = price on the normal curve for 5% deviation with a value of 1.96

p = 50% probability of being correct = 0.5

q = 50% chance of being wrong = 0.5

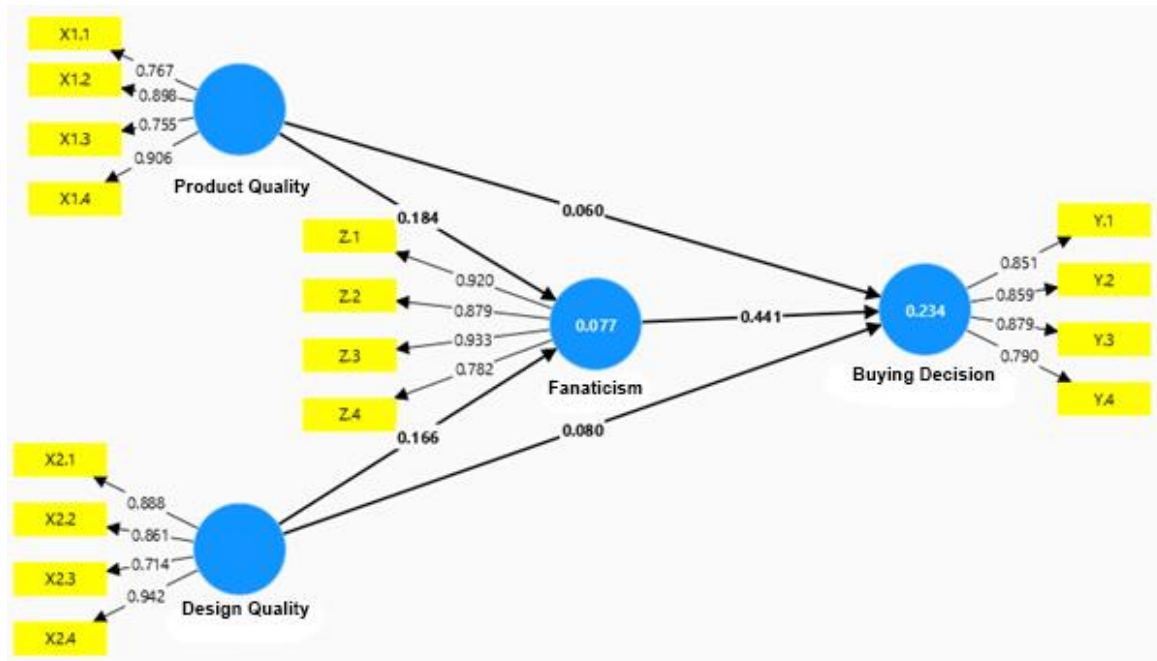
e = 10% margin of error

From the calculation above, the result obtained is 96.4. And it is a fraction according to (Sugiyono, 2019) calculations that produce fractions should be rounded, the researcher decided to round the number of respondents to 100 people.

4. RESULTS AND DISCUSSION

Evaluation of the Measurement Model (Outer Model)

The first step in Partial Least Squares analysis is to test the external measurement model (Outer Model). Research that includes validity and reliability tests. The MTMM technique is used to evaluate the measurement model by conducting confirmatory factor analysis. (Multi Trait, Multi Method). The aim was to determine the feasibility of each indicator by utilizing the study factors. The outer model is validated using convergent, discriminant, and reliability tests. The program to be used is SmartPLS version 4.0.



Gambar 2.1 Data Processing Results

Validity Test

The validity test in this test has two tests, namely convergent validity and discriminate validity. In the convergent validity test, there are two tests, namely the first outer loading test which is said to be valid if the resulting value has a value exceeding (0,7) Although loading factor values >0.5 are still allowed in the field of empirical research, certain authorities will even accept a value of 0.4. This number reflects the extent to which the construct is able to explain the variation contained in the indicator. (Haryono, 2017). For the second test, the AVE test is said to be valid if the resulting value exceeds (0,5) (Ghozali, 2021).

1. Validity Convergent

Convergent validity is one of the tests that shows the relationship between reflective items and other variables. An item is said to fulfill validity if the loading factor value > Rule of

thumb. The rule of thumb used in this study is 0.7. The loading factor value is used to measure how strong the relationship is between the latent variable and its indicator. The loading factor is evaluated by analyzing the regression coefficient between the latent variable and its indicator. The higher the loading factor value, the greater the influence of the latent variable on the indicator. A high loading factor indicates that the indicator well represents the latent variable it measures. The results of the calculation of the loading factor value using SmartPLS version 4.0 can be seen in Table 1.

Table 1. Loading Factor

Variables	Indicator	Loading Factor	Rule Of Thumb	Conclusion
Product Quality	X1.1	0,767	0,7	Valid
	X1.2	0,898	0,7	Valid
	X1.3	0,755	0,7	Valid
	X1.4	0,906	0,7	Valid
Product Design	X2.1	0,888	0,7	Valid
	X2.2	0,861	0,7	Valid
	X2.3	0,714	0,7	Valid
	X2.4	0,942	0,7	Valid
Purchasing Decisions	Y1	0,851	0,7	Valid
	Y2	0,859	0,7	Valid
	Y3	0,879	0,7	Valid
	Y4	0,790	0,7	Valid
Fanaticism	Z1	0,920	0,7	Valid
	Z2	0,879	0,7	Valid
	Z3	0,933	0,7	Valid
	Z4	0,782	0,7	Valid

Based on the analysis results in the table above, the loading factor value obtained by each variable indicator on the variables of Product Quality, Product Design, Fanaticism and Purchasing Decisions is more than 0.7. So it can be concluded that the indicators used are declared valid as latent variables.

Apart from using the loading factor, Convergent Validity can be assessed by the AVE value. A good AVE value is more than 0.50 (AVE > 0.50). Details of the results of the Average Variance Extracted (AVE) calculation can be seen in Table 2.

Table 2. Average Variance Extracted (AVE)

Variables	AVE	Conclusion
Product Quality	0,696	Valid
Product Design	0,732	Valid
Fanaticism	0,775	Valid
Purchasing Decisions	0,714	Valid

Based on the analysis results in Table 2, it shows that the Average Variance Extracted (AVE) value on the resulting Product Quality, Product Design, Fanaticism and Purchase Decision constructs is more than 0.50. It can be concluded that the indicators used in this study are declared valid, because they have met the requirements of convergent validity.

2. Discriminant Validity

Discriminant Validity in this study is assessed based on cross loading with constructs. If the correlation value of the construct with the measurement item obtains greater results than other constructs, it is declared valid.

Table 3. Cross Loading

Variables	Fanaticism	Purchasing Decisions	Product Design	Product Quality
X1.1	0.161	0.045	0.141	0.767
X1.2	0.219	0.222	0.224	0.898
X1.3	0.076	0.071	0.314	0.755
X1.4	0.230	0.174	0.236	0.906
X2.1	0.165	0.060	0.888	0.184
X2.2	0.165	0.192	0.861	0.185
X2.3	0.117	0.130	0.714	0.255
X2.4	0.246	0.215	0.942	0.262
Y.1	0.309	0.851	0.154	0.138
Y.2	0.358	0.859	0.071	0.139
Y.3	0.412	0.879	0.112	0.137
Y.4	0.470	0.790	0.267	0.183
Z.1	0.920	0.424	0.127	0.148
Z.2	0.879	0.381	0.168	0.169
Z.3	0.933	0.421	0.160	0.226
Z.4	0.782	0.423	0.278	0.242

From the results of discriminant validity testing in Table 1.3 using cross loading, it can be seen that the cross loading value of each indicator of the Product Quality, Product Design, Fanaticism and Purchasing Decision variables is above the cross loading value of other patent variables. And the entire cross loading value of each indicator on Product Quality, Product Design, Fanaticism and Purchasing Decisions > 0.7. It can be concluded that this research instrument is declared discriminantly valid.

3. Reliability Testing

Reliability testing (composite reliability) is carried out to show the precision, consistency, and accuracy of the measuring instrument in measuring the required concepts. In Partial Least Squares (PLS), reliability is measured through two criteria, namely seen in the Cronbach's alpha value and composite reliability. According to (Ghozali, 2021) in the Cronbach's alpha value, an indicator can be said to be reliable if it meets a value of more than (0.7). Meanwhile, in the composite reliability value, an indicator will be said to be reliable if it meets a value of more than (0.7). Details of the calculation results regarding Cronbach's alpha and composite reliability can be found in Table 4.

Table 4. Cronbach's Alpha and Composite Reliability Calculation Results

Variables	Cronbach's Alpha	Composite Reliability	Conclusion
Product Quality	0,865	0,959	Reliable
Product Design	0,876	0,955	Reliable
Fanaticism	0,902	0,903	Reliable
Purchasing Decisions	0,868	0,881	Reliable

Based on Table 4, it can be concluded that the constructs of Product Quality, Product Design, Fanaticism and Purchasing Decisions have a Cronbach's alpha and composite reliability value greater than 0.7 so it can be concluded that all constructs have a high or good reliability value.

Inner Model Evaluation

After evaluating the outer model and ensuring that each construct has met the requirements of Convergent Validity, Discriminant Validity, and Composite Reliability, the next step is to evaluate the inner model. This involves testing the R-square, F-Square and Standardized Root Mean Square Residual (SMRM). Inner model testing is used to assess the extent to which the model fits the existing data.

1. R-Square

The R-Square (R²) value in this study can be used to explain the effect of certain exogenous latent variables on endogenous latent variables whether they have a substantive effect. The criteria for the value of R-Square (R²) of 0.75; 0.50; and 0.25 can be concluded that the model is strong, moderate, and weak. The results of the calculation of the R-square value can be seen in Table 5 as follows.

Table 5. R-Square Value

Variables	R-Square	R-Square Adjusted
Fanaticism	0,077	0,058
Purchasing Decisions	0,234	0,210

Based on the results of the calculation of the R-Square value above, it can be obtained that the R-Square value of Fanaticism is 0.077, which means that the variables of Product Quality, Product Design are able to explain Fanaticism by 7.7%, while the remaining 92.3% is predicted by other variables not used in this study. Then, the R-Square value of the Purchase Decision is 0.234, which means that the variables Product Quality, Design Quality and Fanaticism are able to explain the Purchase Decision by 23.4%, while the remaining 76.6% is predicted by other variables not used in this study.

2. F-Square

Apart from using the R-square value, model evaluation can also be done by looking at the F-square value. The magnitude of the influence of the F-square value is classified into 3, namely 0.02; 0.15; and 0.35 respectively in the categories of small, medium, and large influence. The results of the calculation of the F-square value can be seen in Table 6.

Table 6. F-Square Value

Variables	Fanaticism	Purchasing Decisions
Fanaticism		0,235
Purchasing Decisions		
Product Design	0,028	0,008
Product Quality	0,034	0,004

Based on the analysis results in Table 6, it can be seen that the F-Square value of the Fanaticism variable on Purchasing Decisions is 0.235, which means that the Fanaticism variable has a medium / medium effect on Purchasing Decisions. The F-Square value of the Product Design variable on Fanaticism is 0.028, which means that the Product Design variable

has a weak effect on Fanaticism. The F-Square value of the Product Design variable on Purchasing Decisions is 0.008, which means that the Product Design variable has no effect on Purchasing Decisions. The F-Square value of the Product Quality variable on Fanaticism is 0.034, which means that the Product Quality variable has a weak effect on Fanaticism. The F-Square value of the Product Quality variable on Purchasing Decisions is 0.004, which means that the Product Quality variable has no effect on Purchasing Decisions.

3. Standardized Root Mean Square Residual (SRMR)

Next, test the fit model by looking at the SRMR value. The PLS model is declared to have met the Goodness of fit model criteria if it obtains an SRMR value smaller than 0.10 (SRMR <0.10) and the model is declared perfect fit if the SRMR value is <0.08. The results of the calculation of the SRMR value can be seen in Table 7 as follows.

Table 7. SRMR Value

	SRMR
SRMR	0,077

The results of the calculations that have been carried out obtained an SRMR value of 0.077, where the value of 0.077 <0.08, the model is declared perfect fit and is suitable for use to test further research hypotheses.

4. Path Coefficient Test

The path coefficient test is used to show how strong the influence of exogenous variables on endogenous variables is, the path coefficient test can be seen from the P-Value. The hypothesis is declared accepted if the P-Value is less than (0.05).

Table 8. Hypothesis Test Results Direct Effect

Variables	Original Sample (O)	Sampel Mean (M)	Standart Deviation (STDEV)	T-Statistics (O/STDEV)	P Value
Fanaticism -> Purchasing Decisions	0,441	0,439	0,081	5,418	0,000
Product Design -> Fanaticism	0,166	0,170	0,098	1,683	0,092
Product Design -> Purchasing Decisions	0,080	0,054	0,151	0,533	0,594
Product Quality -> Fanaticism	0,184	0,197	0,119	1,545	0,122
Product Quality -> Purchasing Decisions	0,060	0,069	0,109	0,552	0,581

The mediation hypothesis test can be seen from the P-value. The hypothesis is accepted if the P-value is less than (0.05).

Table 9. Mediation Hypothesis Test Results

Variables	Original Sample (O)	Sampel Mean (M)	Standart Deviation (STDEV)	T-Statistics (O/STDEV)	P Value
Product Design -> Fanaticism -> Purchasing Decisions	0,073	0,075	0,046	1,587	0,113
Product Quality -> Fanaticism -> Purchasing Decisions	0,081	0,086	0,054	1,497	0,135

Discussion:

1. Effect of Product Quality on Purchasing Decisions

Based on the research conducted, the results show that Product Quality cannot influence Purchasing Decisions. It can be seen from the P-Value (0.581) greater than (0.05). This shows that the Product Quality variable has no effect on Purchasing Decisions.

2. Effect of Product Design on Purchasing Decisions

Based on the research conducted, the results showed that Product Design cannot influence Purchasing Decisions. It can be seen from the P-Value (0.594) greater than (0.05). This shows that the Product Design variable has no effect on Purchasing Decisions.

3. The Effect of Fanaticism on Purchasing Decisions

Based on the research conducted, the results show that Fanaticism is a factor that can influence Purchasing Decisions. It can be seen from the P-Value (0.000) smaller than (0.05). This shows that the Fanaticism variable has a significant effect on Purchasing Decisions.

4. The Effect of Product Quality on Fanaticism

Based on the research conducted, the results show that Product Quality does not affect Fanaticism. It can be seen from the P-Value (0.122) which is greater than (0.05). This shows that Fanaticism is not affected by Product Quality.

5. Effect of Product Design on Fanaticism

Based on the research conducted, the results show that Product Design does not affect Fanaticism. It can be seen from the P-Value (0.092) greater than (0.05). This shows that Fanaticism is not affected by Product Design.

6. Fanaticism mediates Product Quality on Purchasing Decisions

Based on the research conducted, the results show that Fanaticism cannot mediate the impact of Product Quality on Purchasing Decisions. Because it can be seen from the P-Value (0.135) greater than (0.05). This means that Fanaticism cannot have an impact on Purchasing Decisions even though Product Quality is good or bad.

7. Fanaticism mediates Product Design on Purchasing Decisions

Based on the research conducted, the results show that Fanaticism cannot mediate the impact of Product Design on Purchasing Decisions. Because it can be seen from the P-Value (0.113) greater than (0.05). This means that Fanaticism cannot have an impact on Purchasing Decisions even though the Product Design is good or not good.

5. CONCLUSION

The conclusion of the study was conducted to examine the effect of Product Quality, Product Design and Purchasing Decisions with Fanaticism as an intervening variable.

1. Product Quality has no effect on Purchasing Decisions for buyers of Erspo Indonesia National Team Jerseys. It can be seen from the statement that consumers do not decide to buy the Erspo Indonesia national team jersey by looking at the product quality.
2. Product Design has no effect on Purchasing Decisions for buyers of the Indonesian national team Erspo Jersey. It can be seen from the statement that consumers do not decide to buy the Indonesian national team Erspo Jersey because of its varied or attractive product design.

3. Fanaticism has an effect on Purchasing Decisions for buyers of the Indonesian national team Erspo Jersey. This can be seen in the statement that consumers decided to buy the Indonesian national team Erspo Jersey because of the high Fanaticism in supporting the Indonesian national soccer team.
4. Product Quality has no effect on Fanaticism, because in purchasing the Erspo National Team Indonesia Jersey, Product Quality is not considered and only uses Fanaticism.
5. Product Design has no effect on Fanaticism, because in purchasing an Erspo Jersey for the Indonesian national team, Product Design is not also considered but only Fanaticism.
6. Fanaticism does not mediate Product Quality on Purchasing Decisions for the Indonesian National Team Erspo Jersey. This is because consumers still do not see the quality of the product.
7. Fanaticism does not mediate Product Design on the Decision to Purchase the Erspo Jersey for the Indonesian national team. This is because consumers do not care about Product Design and remain enthusiastic about buying.

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