



# **THE INFLUENCE OF PRODUCT QUALITY AND PRODUCT INNOVATION ON PURCHASE DECISION OF YAMAHA VIXION MEDIATED BY PRODUCT ATTRACTIVENESS**

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## **Abstract**

*The aim of this study was to explain the effect of product quality and product innovation on purchasing decisions mediated by product attractiveness. This study examines the effect of product quality and product innovation on purchasing decisions with the mediation of product attractiveness on the effect of product quality and product innovation towards purchasing decisions. The research sample was determined by using non-probability sampling method with a total of Eighty (80) respondents, who are buyers and users of Yamaha Vixion motorbikes in Denpasar City. Data were analyzed using Partial Least Square (PLS). The results of the analysis show that product quality, product innovation, and product attractiveness have a positive and significant effect on purchasing decisions and product attractiveness is able to mediate product quality and product innovation on purchasing decisions.*

*Keywords: product quality, product innovation, product attractiveness, purchase decision*

## INTRODUCTION

Since the human need for mobility from one place to another is increased, it also followed by the need for transportation, especially who offer effectiveness and efficiency (Romdonah, 2015). Motorbike is a transportation mode that used to facilitate daily activities. Many people prefer motorbikes instead of cars or other transportation mode as it considered more practical and easier to break the traffic. Hanaysha *et al.* (2014) stated that quality has a direct impact on product performance, so quality is closely related to the product value and attractiveness. Shareef *et al.*, (2008) stated that consumers will satisfied if the products they use are in high quality. Chen Hoe Ling and Shaheen Mansori (2018) state that product quality plays an important role in purchasing decisions, if the goods are high quality, the purchase rate will increase. Yamaha Vixion received the Top Brand Award in the motor sport category shown in Table 1.

Table 1. Top Brand Award Awardees in Motor Sport Category

| No   | Brand          | Title | TBI    |
|------|----------------|-------|--------|
| 2017 |                |       |        |
| 1    | Yamaha Vixion  | TOP   | 29,9 % |
| 2    | Kawasaki Ninja |       | 17,2 % |
| 3    | Honda CBR      |       | 13,2 % |
| 2018 |                |       |        |
| 1    | Yamaha V-ixion | TOP   | 24,6%  |
| 2    | Honda CBR      |       | 21,0%  |
| 3    | Kawasaki Ninja |       | 12,3%  |
| 2019 |                |       |        |
| 1    | Honda CBR      | TOP   | 23,7%  |
| 2    | Kawasaki Ninja |       | 13,7%  |
| 3    | Yamaha V-ixion |       | 12,5%  |

Source: Top Brand Award -Top Brand Index (2019)

Based on the data in Table 1 above, it can be seen that the Yamaha Vixion brand occupied the first rank of the Top Brand Award in 2017 with an index of 29.9 percent and in 2018 with an index of 24.6 percent while in 2019 the index decreased by placing the third position on the Top Brand Award with an index of 12.5 percent.

Since the purchasing decisions in Table 1 decreased, by taking the object of respondent which are buyers and users of Yamaha Vixion motorbikes, a pre-survey of this study were conducted on 30 respondents shown in Table 2.

Table 2. Pre-Survey Result of Yamaha Vixion Motorbikes Purchase Decision

| No | Statements   | SD   | D   | QA  | A  | SA |
|----|--|------|-----|-----|----|----|
|    |  | 1    | 2   | 3   | 4  | 5  |
| 1. | Acquire adequate information about Yamaha Vixion           | 60 % | 25% | 5%  | 5% | 5% |
| 2. | Yamaha Vixion compatible the need of motor sport product   | 60 % | 20% | 10% | 5% | 5% |
| 3. | Yamaha Vixion is the best motorbikes for motor sport users | 75 % | 10% | 5%  | 5% | 5% |
| 4. | I convinced with Yamaha Vixion motorbikes                  | 65 % | 15% | 10% | 5% | 5% |

Based on Table 2, it can be seen that most respondents stated that the decrease of Yamaha Vixion purchase decision was due to the lack of need and belief of respondents towards the Yamaha Vixion motorbike. This is proven by only 5 percent out of 30 respondents agree that Yamaha Vixion motorbike is their first choice in buying motor sport. This research was conducted in the city of Denpasar and focused on users and buyers of Yamaha Vixion motorbikes. Other pre-survey result revealed that the factors influenced its purchasing decisions are product quality and product innovation of the motor sport type. The results of the pre-survey research that have been carried out are presented in Table 3.

Table 3. Pre-Survey Result of Factors Influenced Yamaha Vixion Motorbikes Purchase Decision

| No. | Factors            | SD   | D   | QA  | A   | SA  |
|-----|--------------------|------|-----|-----|-----|-----|
|     |                    | 1    | 2   | 3   | 4   | 5   |
| 1.  | Product quality    | 5 %  | 5%  | 10% | 30% | 50% |
| 2.  | Motor sport brand  | 40 % | 25% | 10% | 15% | 10% |
| 3.  | Product Innovation | 5 %  | 5%  | 5%  | 40% | 45% |
| 4.  | Promotion          | 65 % | 15% | 10% | 5%  | 5%  |

The results of Table 3 show that the decision factors for purchasing a Yamaha Vixion motorbike are product quality and product innovation. The product quality in the pre-survey results reached 90 percent, from quite agree to 10 percent, agree 30 percent, strongly agree 50 percent, while the product innovation factor in the pre-survey results reached 90 percent from quite agreeing 5 percent, agree 40 percent , strongly agree 45 percent.

Ayu Wandira and Edwar (2016) study entitled the effect of product quality and promotion on purchasing decisions for Smartfren Andromax 4G/LTE products in students of the economics faculty of Surabaya State University (UNS) found that product quality and promotion

simultaneously have a significant effect on purchasing decisions, but partially product quality has no significant effect on purchasing decisions.

Gustiana Masda (2013) in his research entitled the effect of product innovation and price on galamai purchasing decisions in Payakumbuh City, states that product innovation does not have a significant effect on purchasing decisions Galamai in Payakumbuh city. This supported by Diah Ernawati (2019) entitled the effect of product quality, product innovation and promotion on purchasing decisions for Hi Jack Sandal Bandung, which states that product quality and promotional variables have a positive and significant effect on purchasing decisions, but on the other hand product innovation variable does not have a significant effect on purchasing decisions.

Based on the previous research results stated that product quality and product innovation play an important role in this study, product attractiveness were added as mediating variable. The results of research conducted by Aida Fitri *et al.* (2018) entitled the influence of innovation ability on pillow bread purchasing decisions through product attractiveness and promotional attractiveness as a mediating variable in Banda Aceh, which states that both product attractiveness and promotional attractiveness are able to mediate the effect of innovation ability on purchasing decisions for pillow bread in Banda. aceh. Same result also obtain by Diponugroho (2015) with research entitled analysis of the influence of product quality and innovation ability on repurchase interest, states that product attractiveness is able to mediate product quality and innovation ability on repurchase interest. Benedikt *et al.* (2016) research entitled the effect of context attractiveness on product and product quality: the moderating role of product familiarity also states that product attractiveness has a positive and significant effect on product quality.

The purpose of this study is to explain: (1)the effect of product quality on purchasing decisions, (2) the effect of product innovation on purchasing decisions, (3) the effect of product quality on product attractiveness (4) the effect of product innovation on product attractiveness. (5) the effect of product attractiveness on purchasing decisions. (6) product attractiveness is able to mediate the effect of product quality on purchasing decisions. (7) product attractiveness is able to mediate the effect of product innovation on purchasing decisions.

## **THEORETICAL REVIEW**

### **Grand Theory Consumer Decision Model**

The topic of this research is consumer behavior in the purchase decision making process. Purchasing begins with an introduction to needs, followed by information retrieval, evaluation, purchasing, and post-purchase evaluation. This study analyzes the decision-

making process from the information search stage to the purchase. Based on this scope, the theory is based on the theory of consumer purchasing decisions. The consumer decision model, also known as Engel, Blackwell-Miniard, was first developed in 1968 by Engel, Kollat, and Blackwell, and is constantly being revised. The model is formed from six points of the decision-making process: the emergence of needs, followed by information seeking, both internally and externally, evaluation of alternatives, purchasing, consumption, and post-purchase evaluation.

### ***Product Quality***

Mc Charty and Perreault (2003) state that a product is the result of production which will distribute to consumers and utilized to meet their needs. Goetsch and Davis (1994), define quality with a wider scope, namely quality is a dynamic condition related to products, services, people, processes and the environment that meet or exceed the expectations. Service quality is one of the important things that company managers must put on attention.

### ***Product Innovation***

Kotler and Keller (2009) stated that innovation is a product, service, concept, and new perceptions from a person. Innovation is a product or service that is perceived by consumers as a new product or service. In simple terms, innovation can be defined as a breakthrough related to new products. But Kotler added that innovation is not just limited to developing new products or services, it also includes new business way of thinking and new processes. Everett M. Rogers (1983), defines that innovation is an concept, idea, practice or object that is realized and accepted as something new by a person or group for adopted. Stephen Robbins (1994), defines innovation as a new idea that is applied to initiate or improve a product or process and service..

### ***Product Attraction***

The product attractiveness according to Fandy Tjiptono (1997) is everything that producers offer to consumers with the aim that the product can be in the spotlight, requested, sought, purchased, and consumed by consumers to meet consumer needs or desires. Powell (2000) also states that the principles of product attractiveness are the result of excellent product quality or it can be said that product quality affects the position of a product. If the quality of a product is bad, the product attractiveness will be low, and vice versa, if the quality of a product is good, the product attractiveness will be high.

### **Purchase decision**

The purchase decision according to Schiffman and Kanuk (2000: 437) is the selection of an option from two or more choices. It can be interpreted that a purchase decision is a person decision where he chooses one of several alternative options. There are four types as based on the level of involvement and the level of brand differentiation according to Kotler and Armstrong (2014: 174), namely Complex buying behavior (complicated purchasing decisions), Dissonance-Reducing buying behavior (discomfort reducing purchasing behavior) Habitual buying behavior. buying because of habit) Variety-seeking buying behavior (buying behavior that seeks variation)

### **Hypotheses**

Research conducted by Jalal Hanaysha *et al.*, (2014) entitled Direct and Indirect of Product Innovation and Product Quality on Brand Image: Emperical Evidence from Automotive Industry, states that product quality has a positive and significant effect on purchasing decisions. Shareef *et al.* (2008) states that product quality affects purchasing decisions positively and significantly. This is supported by Ackaradejruangsri (2013), Tamunu and Ferdinand (2014), and Kalicharan (2014). Based on previous results, hypothesis 1 can be formulated as follows:

#### **H1: Product quality has a positive and significant effect on purchasing decisions**

Research conducted by Shio Tien Chieng and Bao Guang Chang (2013) entitled the effect of product innovation on product life cycle patterns in Taiwanese Motors: view of consumer preference, states that product innovation influences purchasing decisions for Taiwan motorbikes through life style products. Gustiana Masda (2013) in his research entitled the effect of product innovation and price on galamai purchasing decisions in Payakumbuh city, states that product innovation does not have a significant effect on purchasing decisions Galamai in Payakumbuh city. Based on the results of these empirical studies, hypothesis 2 can be formulated as follows:

#### **H2: Product innovation has no effect on purchasing decisions**

Research conducted by Diponugroho (2015) states that product quality has a positive and significant effect on purchase intention at Parlor Café Semarang. Research conducted by Pandi Afandi (2013) shows that there is a significant influence between product quality and product attractiveness. Research conducted by Benedikt Schurr *et al.* (2016) entitled the effect of context attractiveness on product attractiveness and product quality: the moderating role of product familiarity states that product attractiveness has a positive and significant effect on

product quality. Based on the results of these empirical studies, hypothesis 3 can be formulated as follows:

**H3: Product quality has a positive and significant effect on product attractiveness**

Etim's research (2019) entitled product attractiveness and consumers attitude towards made in Nigeria textiles in the south of Nigeria states that product attractiveness has a positive effect on product innovation in terms of design and packaging on consumer attitudes towards textiles made in Nigeria. Research conducted by Boyd and Mason (1999) entitled the link between attractiveness of extraneous attributes and the adoption of innovations states that in if the product characteristics are more attractive to consumers, then the attractiveness of product categories will increase, and will increase the likelihood that consumers will make a purchase. Research conducted by Thanh Thao (2015) entitled The effects of product-related, personal-related factors and attractiveness of alternatives on consumer adoption of NFC-based mobile payments which states that product innovation and product attractiveness have a positive effect on cellular payment intentions. via NFC technology. Based on the results of these empirical studies, hypothesis 4 can be formulated as follows:

**H4: Product Innovation has a positive and significant effect on product attractiveness**

Research conducted by Diponogroho (2015) states that product attractiveness has a positive and significant effect on purchasing decisions at Parlor Cafe Semarang. Basically, purchasing decisions arise from product attractiveness, but saturation due to consuming a product too often will reduce the level of satisfaction. Meanwhile, product attractiveness aims to make consumers not get bored even though they already have experience consuming products from these companies in the past. Research conducted by Eni Heruwati (2010) entitled the analysis of the effect of attractiveness, credibility and celebrity endorsers on purchasing decisions for Yamaha Mio motorbikes, which states that attractiveness has a positive effect on purchasing decisions. Based on the results, hypothesis 5 can be formulated as follows:

**H5: Product attractiveness has a positive and significant effect on Purchase Decision**

Research conducted by Benedikt Schurr *et al.*, (2016) entitled the effect of context attractiveness on product attractiveness and product quality: the moderating role of product familiarity states that product attractiveness has a positive and significant effect on product quality. Research conducted by Endang Rusdianti *et al.*, (2019) entitled the effect of product quality and ATM strategy on marketing performance with product attractiveness as an intervening variable which states that product attractiveness variables are able to mediate

product quality on marketing performance. On the other hand, according to research conducted by Diponugroho (2015) entitled analysis of the influence of product quality and innovation ability on repurchase interest, product attractiveness as an intervening variable states that product attractiveness is able to mediate product quality and innovation ability on repurchase interest. So based on the results of these empirical studies, hypothesis 6 can be formulated as follows:

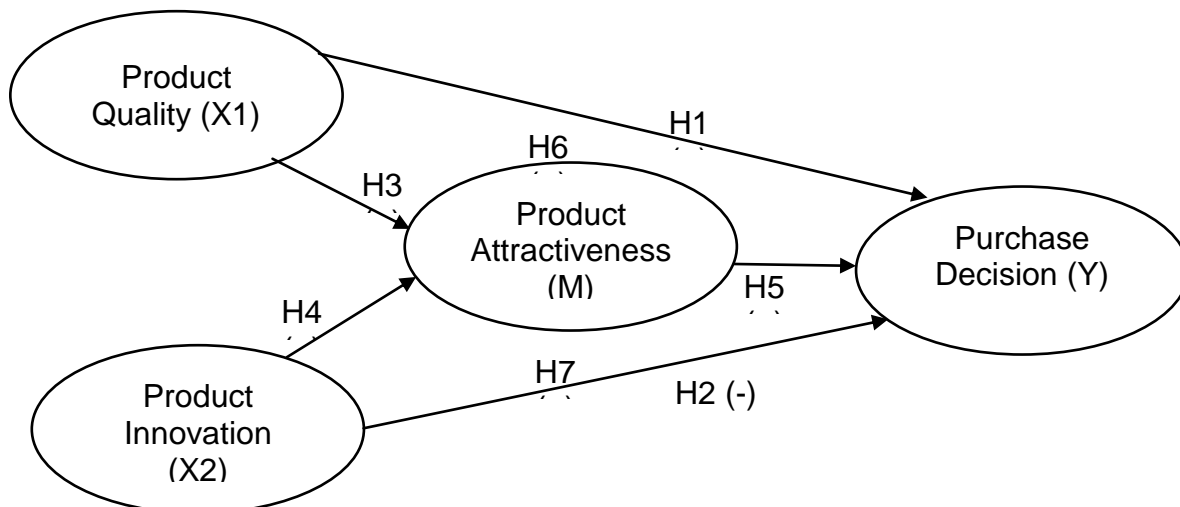
**H6: Product attractiveness is able to significantly mediate product quality on Purchasing decisions**

The results of research conducted by Aida Fitri *et al.* (2018) entitled the influence of innovation ability on pillow bread purchasing decisions through product attractiveness and promotional attractiveness as mediating variables in the city of Banda Aceh states that product attractiveness and promotional attractiveness are able to mediate the effect of innovation ability on purchasing decisions for pillow bread in the city of Banda. aceh. Research conducted by Diponugroho (2015) entitled analysis of the influence of product quality and innovation ability on repurchase interest with product attractiveness as an intervening variable states that product attractiveness is able to mediate product quality and innovation ability on repurchase interest. Based on the results of these empirical studies, hypothesis 7 can be formulated as follows:

**H7: Product attractiveness is able to significantly mediate product innovation on Purchasing Decisions**

Based on the descriptions in the theoretical study, tracing the research results and the framework that has been presented, the following is a conceptual model framework that was built for this research.

Figure 1. Conceptual Framework





## RESEARCH METHODS

The scope of this research is in the field of consumer behavior. This study determined that the research respondents were buyers and users of Yamaha Vixion motorbikes, aged between 20 - 40 years, domiciled in Denpasar City. For this, the study adopted as descriptive research design. Data were collected using a questionnaire. Before being used, the questionnaire was tested for validity and reliability.

Statement on Product Quality is adopted by Jalal Hanaysha et al., (2014), Irsyad (2018), Tamunu et al., (2014), namely X1.1 (performance), x1.2 (features), x1.3 (durability), x1.4 (service capability), x1.5 (reliability). Product Innovation indicators were adopted from research by Jalal Hanaysha et al., (2014), Atalay et al., (2013), Cahyo & Harjanti (2013), Hartini (2012) and Made Caesar and Ni Wayan Ekawati (2017), namely: X2.1 (Develop an Attractive Design), X2.2 (Develop Product Quality), X2.3 (Develop Product Technology). The Product Attractiveness indicator was adopted in research by Benedikt Schurr et al., (2016), Naufal (2015) and Aida Fitri et al., (2018), namely M3.1 (Exclusive product), M3.2 (the uniqueness appeal), M3.3 (The diversity appeal). The purchase decision indicators adopted by the research of Shareef et al., (2008), Irsyad (2018) and Eni Heruwati (2010), namely Y.1 (desire to try), y.2 (information search), y.3 (evaluation of alternatives), 4 (belief).

The indicators used in this study is 16, so this criterion resulted in a range  $(5-10) \times 16 =$  Range 80-160. The data were analyzed using descriptive statistical analysis to describe the profile of respondents and respondents' opinions on all research variables, as well as inferential statistical analysis in the form of SEM with the PLS approach to test hypotheses and test the role of mediation.

## RESULTS AND DISCUSSION

Respondent characteristic are shown on Table 4.

Table 4. Respondent Characteristic Result

| No | Characteristic | Category | Total   | Percentage (%) |            |
|----|----------------|----------|---------|----------------|------------|
| 1  | Gender         | A        | Male    | 74             | 92,5       |
|    |                | B        | Female  | 6              | 7,5        |
|    | <b>Total</b>   |          |         | <b>80</b>      | <b>100</b> |
| 2  | Age (years)    | A        | 20 - 25 | 7              | 8,8        |
|    |                | B        | 26 - 31 | 56             | 70,0       |
|    |                | C        | 32 - 37 | 17             | 21,3       |
|    | <b>Total</b>   |          |         | <b>80</b>      | <b>100</b> |

|          |              |              |                                  |           |            |
|----------|--------------|--------------|----------------------------------|-----------|------------|
| <b>3</b> | Education    | A            | Student                          | 11        | 13,8       |
|          |              | B            | Bachelor                         | 65        | 81,3       |
|          |              | C            | Master                           | 4         | 5,0        |
|          | <b>Total</b> |              |                                  | <b>80</b> | <b>100</b> |
| <b>4</b> | Occupation   | A            | Private Employee                 | 47        | 58,8       |
|          |              | B            | Civil Servant                    | 17        | 21,3       |
|          |              | C            | Entrepreneur                     | 16        | 20,0       |
|          | <b>Total</b> |              |                                  | <b>80</b> | <b>100</b> |
| <b>5</b> | Income       | A            | Rp. 2,000,000 - Rp.<br>3,000,000 | 3         | 3,8        |
|          |              | B            | Rp. 3,000,001 - Rp.<br>4,000,000 | 36        | 45,0       |
|          |              | C            | Rp. 4,000,001 - Rp.<br>5,000,000 | 41        | 51,3       |
|          |              | <b>Total</b> |                                  |           | <b>80</b>  |

Table 4...

Based on Table 4, we can conclude that most respondent were male as much as 92,5 percent and the rest were female as much as 6 percent. Most respondents are on the age of 26-31 as much as 70 percent of the total respondent. The respondent education background mostly are Bachelor degree as much as 81,3 percent of of the total respondent. As much as 58,8 percent respondent were work as private employee and most of the respondents earn income around Rp. 3,000,001 - Rp. 4,000,000 per months.

An instrument are valid if the correlation between the factor score and the total score is positive and the value is greater than 0.30 ( $r > 0.3$ ). All the instruments on this research are valid because correlation between factor score and the total score is positive and the value is greater than 0.30 ( $r > 0.3$ ).

Reliability test is a tool used to determine the accuracy of the questionnaire answers at different periods. The instrument is reliable if the Cronbach Alpha value greater than 0,60. The results are shown in Table 5.

Table 5. Reliability Test Result

| No. | Variables                  | Cronbach's Alpha | Information |
|-----|----------------------------|------------------|-------------|
| 1   | Product quality (X1)       | 0,953            | Reliable    |
| 2   | Product innovation (X2)    | 0,891            | Reliable    |
| 3   | Product attractiveness (M) | 0,905            | Reliable    |
| 4   | Purchase Decision (Y)      | 0,912            | Reliable    |

Descriptive analysis was conducted to determine the characteristics and responses of respondents to each statement. All variables are in the following table:

Table 6. Respondent Response Description towards Product Quality Variable

| No.                            | Statements                              | Response Classification |   |    |    |    | Avg.        | Remark                |
|--------------------------------|---|-------------------------|---|----|----|----|-------------|-----------------------|
|                                |   | SD                      | D | QA | A  | SA |             |                       |
|                                |   | 1                       | 2 | 3  | 4  | 5  |             |                       |
| 1                              | Yamaha vixion has good performance      | 0                       | 0 | 4  | 8  | 68 | 4,80        | Strongly Agree        |
| 2                              | Yamaha vixion is easy to ride           | 0                       | 0 | 4  | 16 | 60 | 4,70        | Strongly Agree        |
| 3                              | Yamaha Vixion consume less fuel         | 0                       | 0 | 5  | 15 | 60 | 4,69        | Strongly Agree        |
| 4                              | Yamaha Vixion engine durability is high | 0                       | 0 | 7  | 14 | 59 | 4,65        | Strongly Agree        |
| 5                              | Yamaha Vixion sparepart is available    | 0                       | 0 | 7  | 15 | 58 | 4,64        | Strongly Agree        |
| <b>Total of Average Scores</b> |   |                         |   |    |    |    | <b>4,69</b> | <b>Strongly Agree</b> |

Table 7. Respondent Response Description towards Product Innovation Variable

| No.                            | Statements                                | Response Classification |   |    |    |    | Avg.        | Remark                |
|--------------------------------|---|-------------------------|---|----|----|----|-------------|-----------------------|
|                                |   | SD                      | D | QA | A  | SA |             |                       |
|                                |   | 1                       | 2 | 3  | 4  | 5  |             |                       |
| 1                              | Yamaha Vixion available in many colors    | 0                       | 0 | 6  | 27 | 47 | 4,51        | Strongly Agree        |
| 2                              | Yamaha Vixion has eco-friendly technology | 0                       | 0 | 7  | 27 | 46 | 4,49        | Strongly Agree        |
| 3                              | Yamaha Vixion has high quality engine     | 0                       | 0 | 15 | 19 | 46 | 4,39        | Strongly Agree        |
| <b>Total of Average Scores</b> |   |                         |   |    |    |    | <b>4,46</b> | <b>Strongly Agree</b> |

Table 8. Respondent Response Description towards Product Attractiveness Variable

| No.                            | Statements  | Response Classification |   |    |    |    | Avg.        | Remark                |
|--------------------------------|---|-------------------------|---|----|----|----|-------------|-----------------------|
|                                |   | SD                      | D | QA | A  | SA |             |                       |
|                                |   | 1                       | 2 | 3  | 4  | 5  |             |                       |
| 1                              | Yamaha Vixion is exclusive product for motor sport user and buyer | 0                       | 0 | 10 | 25 | 45 | 4,44        | Strongly Agree        |
| 2                              | Yamaha Vixion has uniqueness for motor sport user and buyer       | 0                       | 0 | 10 | 23 | 47 | 4,46        | Strongly Agree        |
| 3                              | Yamaha Vixion has innovative design style                         | 0                       | 0 | 15 | 26 | 39 | 4,30        | Strongly Agree        |
| <b>Total of Average Scores</b> |   |                         |   |    |    |    | <b>4,40</b> | <b>Strongly Agree</b> |

Table 9. Respondent Response Description towards Purchase Decision Variable

| No.                            | Statements   | Response Classification |   |    |    |    | Avg.        | Remark                |
|--------------------------------|--|-------------------------|---|----|----|----|-------------|-----------------------|
|                                |  | SD                      | D | QA | A  | SA |             |                       |
|                                |  | 1                       | 2 | 3  | 4  | 5  |             |                       |
| 1                              | Has adequate information about Yamaha Vixion               | 0                       | 0 | 4  | 9  | 57 | 4,66        | Strongly Agree        |
| 2                              | Yamaha vixion suitable with the need of buying motor sport | 0                       | 0 | 4  | 20 | 56 | 4,65        | Strongly Agree        |
| 3                              | Yamaha Vixion is the best motorbike for motor sport user   | 0                       | 0 | 5  | 20 | 56 | 4,65        | Strongly Agree        |
| 4                              | I believed Yamaha Vixion motor sport product               | 0                       | 0 | 12 | 11 | 57 | 4,56        | Strongly Agree        |
| <b>Total of Average Scores</b> |  |                         |   |    |    |    | <b>4,63</b> | <b>Strongly Agree</b> |

### Hypotheses Test Results

Table 10. Direct Effect Test Result

|  | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ( O/STDEV ) | P Values |
|--|---------------------|-----------------|----------------------------|--------------------------|----------|
| Product attractiveness -> Purchase decision  | 0,305               | 0,291           | 0,107                      | 2,858                    | 0,004    |
| Product innovation -> Product Attractiveness | 0,413               | 0,428           | 0,122                      | 3,402                    | 0,001    |
| Product innovation -> Purchase decision      | 0,307               | 0,323           | 0,117                      | 2,613                    | 0,009    |
| Product quality -> Product Attractiveness    | 0,502               | 0,488           | 0,107                      | 4,690                    | 0,000    |
| Product quality -> Purchase decision         | 0,401               | 0,396           | 0,091                      | 4,387                    | 0,000    |

Table 11. Indirect Effect Test Result

|   | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ( O/STDEV ) | P- Values |
|---|---------------------|-----------------|----------------------------|--------------------------|-----------|
| Product innovation -> Product attractiveness -> Purchase decision | 0,126               | 0,122           | 0,055                      | 2,309                    | 0,021     |
| Product quality -> Product attractiveness-> Purchase decision     | 0,153               | 0,145           | 0,065                      | 2,346                    | 0,019     |

### ***The Effect of Product Quality on Purchase Decisions***

Based on the data presented in Table 10, it is known that the product quality path coefficient on purchasing decisions is 0.401 and the t statistics value is 4.387. The path coefficient shows that product quality has a positive effect on purchasing decisions. This explanation is in line with the research conducted by H. Jessie Chen Yu (2001) entitled Effect of Product image at three stages of the consumer decision process for apparel products: alternative evaluation, purchase and post-purchase, stating that product image through product quality has an effect. positive and significant impact on purchasing decisions for clothing products in the United States. Research conducted by Jalal Hanaysha et al., (2014) entitled Direct and Indirect Of Product Innovation and Product Quality on Brand Image: Emperical Evidence from Automotive Industry, states that product quality has a positive and significant effect on purchasing decisions. Chen Hoe Ling and Shaheen Mansori's research (2018), entitled The Effect of Product Quality on Customer Satisfaction and Loyalty Evidence From Malaysian Engineering Industry states that product quality affects Malaysian engineering products.

### ***The Effect of Product Innovation on Purchasing Decisions***

Based on the data presented in Table 10, it is known that the t statistical value of product innovation on purchasing decisions is 2.613, and the P value is 0.009, because P values  $<0.05$  ( $0.009 < 0.05$ ), this indicates that there is an influence between product innovation. against purchasing decisions. Judging from the path coefficient of 0.307 is positive, because the path coefficient is positive, it means that product innovation has a positive influence on purchasing decisions. This means that the hypothesis is rejected. Research conducted by Shio Tien Chieng and Bao Guang Chang (2013) entitled The Effect of Product Innovation on Product life crcyle patterns in Taiwanese Motors: view of consumer preference, states that product innovation has an effect on purchasing decisions for Taiwan motorbikes through life style products. research results from Zhang, Z. and Hou. You. (2017) entitled The Effect of perceived risk on information research for innovative products and service: the moderating role of innate consumer innovativeness, states that product innovation has a positive and significant effect on purchasing decisions through perceived risk.

### ***The Effect of Product Quality on Product Attractiveness***

Based on the data presented in Table 10, it is known that the path coefficient of product quality on product attractiveness is 0.502 and the t-statistic value is 4.690. The path coefficient shows that product quality has a positive effect on product attractiveness. Research conducted by Benedikt Schurr *et al.* (2016) entitled the effect of context attractiveness on product

attractiveness and product quality: the moderating role of product familiarity states that product attractiveness has a positive and significant effect on product quality. Research conducted by Reza (2015) entitled factors that influence product attractiveness in an effort to increase interest in buying a Suzuki motorbike in the city of Semarang states that product quality and brand image factors have a positive effect on product attractiveness.

### ***The Effect of Product Innovation on Product Attractiveness***

Based on the data presented in Table 10, it is known that the product innovation path coefficient on product attractiveness is 0.413 and the t statistics value is 3.402. The path coefficient shows that product innovation has a positive effect on product attractiveness. This explanation is in line with the results of research from Etim (2019) entitled product attractiveness and consumers attitude towards made in Nigeria textiles in the south-south zone of Nigeria, which states that product attractiveness has a positive effect on product innovation in terms of design and packaging on consumer attitudes towards textiles. made in nigeria. Boyd and Mason (1999) entitled The link between attractiveness of extractive attributes and the adoption of innovations states that in the characteristics of the emergence of product categories, if the product characteristics are more attractive to consumers, then the attractiveness of the product category will increase, and will increase the possibility. consumers will make a purchase.

### ***The Effect of Product Attractiveness on Purchasing Decisions***

Based on the data presented in Table 10, it is known that the path coefficient of product attractiveness to purchasing decisions is 0.305 and the t statistics value is 2.858. The path coefficient shows that product attractiveness has a positive effect on purchasing decisions. This explanation is in line with the research conducted by Boyd and Mason (1999) entitled The link between attractiveness of extraneous attributes and the adoption of innovations which states that in the characteristics of the emergence of product categories, if the product characteristics are more attractive to consumers, then the attractiveness of the category more products, and will increase the likelihood that consumers will make a purchase. Research conducted by Diponogroho (2015) states that product attractiveness has a positive and significant effect on purchasing decisions at Parlor Cafe Semarang. Research results from Eni Heruwati (2010) entitled analysis of the effect of attractiveness, credibility and celebrity endorser's expertise on purchasing decisions for Yamaha Mio motorbikes which state that attractiveness has a positive effect on purchasing decisions for Yamaha Mio motorbikes.

### ***The Effect of Product Attractiveness Mediate Product Quality on Purchasing Decisions***

Based on the results of the analysis in table 11, it is found that the effect of product quality on purchasing decisions with product attractiveness as mediaation has a t statistical value of 2.346, and a P value of 0.019, then the hypothesis is accepted. This shows that if there is a positive influence between product quality on purchasing decisions with product attractiveness as media that can be seen in the path coefficient of 0.153. This means that the higher the quality of the product, the more attractive the product will be which will result in an increase in purchasing decisions. This explanation is in line with the research results of Endang Rusdianti *et al.* (2019) entitled the effect of product quality and ATM strategies on marketing performance with product attractiveness as an intervening variable which states that the product attractiveness variable is able to mediate product quality on marketing performance. Diponugroho (2015) entitled the analysis of the effect of product quality and innovation ability on repurchase interest with product attractiveness as an intervening variable, which states that product attractiveness. Research conducted by Shareef *et al.* (2008) which states that product quality affects purchasing decisions positively and significantly. This statement is supported by Ackaradejruangsri (2013), Tamunu and Ferdinand (2014), and Kalicharan (2014). Research conducted by Benedikt Schurr *et al.*, (2016) entitled the effect of context attractiveness on product attractiveness and product quality: the moderating role of product familiarity states that product attractiveness has a positive and significant effect on product quality.

### ***The Effect of Product Attractiveness Mediate Product Innovation on Purchasing Decisions***

Based on the results of the analysis in table 11, it is found that the effect of product innovation on purchasing decisions with product attractiveness as mediaation has a t statistics value of 2.309, and a P value of 0.021, then the hypothesis is accepted. This shows that if there is a positive influence between product innovation on purchasing decisions with product attractiveness as media, it can be seen in the path coefficient of 0.126. Research conducted by Shio Tien Chieng and Bao Guang Chang (2013) entitled The Effect of Product Innovation on Product life crcycle patterns in Taiwanese Motors: view of consumer preference, states that product innovation has an effect on purchasing decisions for Taiwan motorbikes through life style products. Etim's research (2019) entitled product attractiveness and consumers attitude towards made in nigeria textiles in the south-south zone of Nigeria states that product attractiveness has a positive effect on product innovation in terms of design and packaging on consumer attitudes towards textiles made in Nigeria. with research results from Aida Fitri *et al.* (2018) entitled the influence of innovation ability on pillow bread purchasing decisions through

product attractiveness and promotional attractiveness as a mediating variable in Banda Aceh, which states that product attractiveness and promotional attractiveness are able to mediate the effect of innovation ability on purchasing decisions for pillow bread in the city of Banda. aceh. Diponugroho (2015), entitled the analysis of the effect of product quality and innovation ability on repurchase interest with product attractiveness as an intervening variable, states that product attractiveness is able to mediate product quality and innovation ability on repurchase interest.

## CONCLUSIONS AND RESEARCH IMPLICATIONS

The conclusion in this study is that the variable product quality and product innovation have a positive and significant influence on purchasing decisions and the mediating variables of product attractiveness are able to mediate product quality and product innovation on purchasing decisions. This means, the better the quality of the product, the product innovation, the higher the attractiveness of the product so that consumers will make purchases.

Based on these conclusions, the results of this study are expected to be able to enrich the development of marketing management science, especially related to consumer behavior and communication as well as support other empirical studies related to the effect of product quality, product innovation, product attractiveness and purchasing decisions.

## LIMITATIONS AND FURTHER STUDIES

This study relies on the results of a questionnaire, so that respondents have the potential to give answers that are considered appropriate to certain values that can be accepted in their social environment, so that it can distort the average value for each variable. Furthermore, the scope of the research is limited to the area of Denpasar City, so the results of this study cannot be generalized to research outside the city of Denpasar.

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