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“Digital Transformation and Sustainable Business: Challenges and Opportunities for Higher Education Research and Development”

Empirical Study on The Influence of Product Design and Emotional Brand on Purchase Decisions

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Abstract

The K-pop industry has undergone tremendous development in the past two decades, making it one of the most influential global cultural phenomena. K-pop has not only managed to capture the attention of fans in South Korea, but also around the world. This popularity has not only increased the number of fans, but it has also created a significant market for merchandise, from albums, clothing, to accessories related to idols. This sample research was carried out using the *purposive sampling* criteria technique, namely Fandom Seventeen (Carat) in Medan City as many as 71 respondents. *The results of the research are as follows* 1. Product design and *emotional branding* have a positive impact on purchasing decisions. 2. H0 is rejected, meaning that product design and *emotional branding* have a positive and significant impact on the purchase decision of Seventeen merchandise.

Keywords: Product Design, Emotional Branding, Purchasing Decision

Introduction

The entertainment industry is one of the sectors that always develops with the times. Entertainment started out as a performance that could only be watched live on the scene and has now undergone a change. Starting from the emergence of radio, television to finally now there are various kinds of gadgets that can access the internet to find entertainment. The ease of accessing the internet in the current era of globalization makes it easier for users to access information. This is one of the factors supporting the entry of the Korean wave throughout the world and Indonesia. The Korean wave or commonly called hallyu consists of Korean culture in the form of television shows, music, movies and in terms of Korean cuisine. The Korean wave phenomenon is more famous among teenagers, especially teenagers who are fans of Korean pop music or K-Pop.

K-Pop is a type of music that has a variety of music genres from pop to R&B accompanied by dancing from a boy band or girl band or solo. Currently, K-Pop music is experiencing a greatly increased development. Loyal fans of K-Pop who want to show their identity as fans, are willing to spend a large amount of money to get items related to their idols or commonly called merchandise. Merchandise products that are usually consumed by fans such as original albums, lightsticks, photo cards, jackets, t-shirts, dolls, posters and other merchandise. All of these stuffs has an impact on production companies to continue to improve creative ideas regarding product design to influence consumer decisions in buying K-Pop products.

Consumers have a decision in determining the purchase of a product. In determining the purchase of a product, consumers usually get an emotional boost within themselves or get influences from outside. The purchase decisions made by K-Pop merchandise consumers can be measured from four factors, namely cultural factors, social factors, personal factors and psychological factors.



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Based on the results of an interview with Fandom Seventeen in the Carat Medan group, the decision to purchase K-Pop Seventeen merchandise products is still not optimal because in the dimension of social factors, the role of family in supporting Carat to buy K-Pop Seventeen merchandise products is still low. In the personal dimension, the personal factor is also not optimal because the economic situation of each Carat Seventeen is also not yet a consumer who can afford to buy K-Pop Seventeen merchandise which is quite expensive in the product category.

One of the things that influences consumer purchasing decisions is product design. Product design is a factor that distinguishes the product from its competitors and becomes a consumer attraction that can influence purchase decisions, this is according to research (Ridwan and Desi, 2021) that product design has a positive effect on purchasing decisions. The dimensions of the product design are the style, durability, reliability and easy to repair (repairability).

Based on the results of an interview with Fandom Seventeen in the Carat Medan group, the product design on K-Pop Seventeen merchandise is still not optimal from the dimension of style, the design of K-Pop Seventeen merchandise products still has some styles that are not in accordance with the characteristics of the group or Fandom, causing merchandise consumers to K-Pop is rethinking making purchases. In addition, the dimension that is not optimal is also found in the dimension that is easy to repair (repairability), K-Pop merchandise is still difficult to repair, for example such as photo cards, when damaged even if only scratches can reduce the selling price of the photo card so that consumers are careful in making purchasing decisions on this product.

Other factors that drive consumer purchasing decisions are emotional branding (brand). Emotional branding can connect products to consumers emotionally that focuses on consumers' desire to obtain material satisfaction and emotional fulfillment so that it can be a determinant of purchasing decisions from consumers, this is according to research (Muthiah and Setiawan, 2019), which shows a positive influence between emotional branding on the purchase decision. Dimensions of emotional branding that is relationship, sensory experience, imagination and vision.

Based on the results of an interview with Fandom Seventeen who is in the Carat Medan group, emotional branding is still not optimal seen in the sensorial experience dimension, K-Pop merchandise is still less attractive or not good in the first impression of the consumer's five senses such as in terms of colors, shapes, symbols and so on. It can be because the color, shape or symbol of the product is not suitable or seems monotonous to the consumer's five senses, thus influencing the purchase decision. Another dimension that is not optimal is vision where the company creates a K-Pop product or merchandise without a vision and only wants to reap benefits from K-Pop fans.

Based on the description above, the author is interested in conducting research to find out the extent to which product design and emotional branding have an impact on K-Pop merchandise purchase decisions. For this reason, the author is interested in conducting this research.

Literature Review

Product Design

According to Angipora in (Abubakar, 2017), states that a product is something that can be offered in a market to get attention, feel like belonging, consume that satisfies the consumer's desires. Product design is the first thing that consumers see, when the design of the product is attractive and has benefits for consumers, it will be something that influences the purchase decision. Product design can influence purchasing decisions because design is very important in the manufacture of a product, this is in accordance with research (Ridwan and Desi, 2021) which shows that product design has a positive effect on purchasing decisions. Product design is a distinguishing factor of a product from other products as its competitors. The dimensions of product design are style, durability, reliability and repairability, (Atabik, 2018).



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Emotional Branding

According to (Putri *et al.*, 2021), brand is a differentiation of products or services that are designed to satisfy consumer needs such as names, logos or other symbols that are used as a tool to identify sellers and makers. Emotional branding can connect products to consumers emotionally which focuses on consumers' desire to obtain material satisfaction and emotional fulfillment so that it can be a determinant of purchasing decisions from consumers, this is in accordance with research (Muthiah and Setiawan, 2019) which shows that there is a positive influence between emotional branding on purchase decisions. Companies that are able to create emotional closeness to consumers will gain the trust of consumers and make consumers continue to subscribe or make purchasing decisions for the product. The dimensions of emotional branding are relationship, sensorial experience, imagination and vision (Putri *et al.*, 2021).

Purchase Decision

Purchasing decisions by consumers are important for companies, the more consumers buy products, the more profits the company gets. According to (Ridwan and Desi, 2021), purchasing decisions are a form of behavior from consumers in using or determining a product. The purchase decisions made by K-Pop merchandise consumers can be measured from four factors, namely cultural factors, social factors, personal factors and psychological factors, Kotler in (Indrasari, 2019).

Product design can influence purchasing decisions because design is very important in the manufacture of a product, this is in accordance with research (Ady, Ari and Kusuma, 2022), which shows that there is a significant influence on purchasing decisions because when consumers will make a purchase decision, they will consider the design offered for the product. If the design offered is not according to the consumer's wishes, then consumers will think repeatedly to buy. In addition to product design, another factor that influences purchasing decisions is emotional branding, this is in accordance with the results of research (Ramadaniati, Fitlya and Lestari, 2022), which shows that there is a positive influence of emotional branding on purchase decisions. The higher the level of emotional branding, the stronger the purchase decision. Likewise vice versa, the lower the emotional branding, the lower the purchase decision.

Methods

The research design used in this study is Library Research. In this method, research is carried out directly by reading, searching for information through electronic devices (browsing) and studying scientific essays, lecture notes and other references related to product design, emotional branding and purchasing decisions. Field Research is a research conducted by collecting data from interviews with Fandom Seventeen (Carat) Medan who have bought K-Pop Seventeen merchandise. In this study, the author took the object of research, namely Fandom Seventeen (Carat) Medan who had bought K-Pop Seventeen merchandise.

The scope of research studied is related to product design as an independent variable (X1) with the dimensions of style, durability, reliability and repairability. Then emotional branding as a independent variable (X2) with the dimensions of relationship, sensorial experience, imagination and vision. Meanwhile, the dependent variable (Y) of the purchase decision with dimensions is cultural factors, social factors, personal factors and psychological factors. In this study, the sample is Fandom Seventeen (Carat) Medan which joined the WhatsApp Group. The determination of the sample in this study was carried out using the purposive sampling technique by applying several criteria, namely Carat who had bought K-Pop Seventeen merchandise in the amount of 71 people.



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In this data collection technique, in addition to conducting observations and research, the author also uses other data collection methods as follows. The data collection technique is carried out by giving a set of questions or written statements to respondents to be answered. The measurement scale in this study is a gradation likert scale from lowest to highest which if expressed in the form of words can be in the form of likert scale 1,2,3,4,5.

The research instrument was tested on respondents who were not included in the research sample in the population. Instrument tests were conducted on Fandom Seventeen (Carat). The results of the validating test show that the calculated value of all indicator variables is greater than the critical factor, so it can be concluded that all variable indicators in this study are valid.

The reliability test is used to measure whether the questionnaire is an indicator of the research variable. A research data must also be reliable because accuracy requires consistency. Reliability testing is done to find out the extent to which an instrument is trustworthy or reliable. the reliability test shows that all variables of Cronbach's Alpha if Item Deleted are greater than 0.70. This shows that the variable indicators in this study are reliable.

Results and Discussion

Qualitative Descriptive Analysis

Qualitative descriptive analysis was used to obtain an overview of product design, emotional branding and purchase decisions in Seventeen official merchandise consumers (case study on Seventeen Fandom in Medan City). After testing the data, the researcher conducted a qualitative analysis to explain the phenomenon of the research variables. The calculation is based on the following formula because the basis of the average score of the respondents' answers is included in the interval class.

Class Interval = Highest Value – Lowest Value

$$\text{Number of Classes} \\ = \frac{5-1}{5} = 0,8$$

Table 1. Interval Values and Respondent Answer Categories

Interval Values	Answer Categories
4,21 – 5,00	Sangat Baik (SB)
3,41 – 4,20	Baik (B)
2,61 – 3,40	Cukup Baik (CB)
1,81 – 2,60	Tidak Baik (TB)
1,00 – 1,80	Sangat Tidak Baik (STB)

Source: Questionnaire Processing Results (2024)

Overview of Product Design

On the color compatibility indicator merchandise with an average score of 3.76 with good criteria, because merchandise Seventeen already corresponds to the color that Carat wants, such as photobook, t-shirt and albums. In the measure variation indicator with an average value of 4.18 with good criteria, this is due to the size variation Merchandise offered has a size that is in accordance with Carat's wishes, there is a size of the size small size until big Size like t-shirt, fan, album.

In the durability dimension, for the durability indicator of the Seventeen lightstick lamp with an average value of 4.07 with good criteria, this indicates that the durability of the Seventeen lightstick lamp is optimal and can be used by Carat well during concerts, Seventeen events and other activities. On the Seventeen lightstick battery life indicator with an average value of 4.01 with good criteria, this shows that the battery life of the Seventeen lightstick can last well, which is approximately three hours of use. On the durability indicator



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of the Seventeen photocard with an average value of 4.20 with good criteria, this shows that the photocard has good quality for the paper and the image.

In the reliability dimension, for the Seventeen album DVD quality indicator with an average value of 4.18 with good criteria, this indicates that the DVD on each Seventeen album has good quality, such as the image quality of the DVD recording. In the Seventeen wireless lightstick quality indicator with an average value of 4.11 with good criteria, this is because the Seventeen wireless lightstick can capture signals given from concert staff and certain events. In the Seventeen photocard quality indicator with an average value of 4.20 with good criteria, this is because the Seventeen photobook has good color paper and does not fade easily.

In the reparability dimension, the Seventeen merchandise indicator is easy to repair with an average value of 3.69 with good criteria, this indicates that some Seventeen merchandise can be repaired if it is not fatal enough, such as damage to lightsticks, necklaces, and albums. On the indicator of ease of care of Seventeen merchandise with an average value of 4.06 with good criteria, this indicates that Seventeen merchandise is easy to maintain, such as jackets, albums, necklaces, bags and so on. In the indicator of the availability of product replacement components if there is damage to Seventeen merchandise worth 3.39 with fairly good criteria, this shows that some Seventeen merchandise cannot be repaired due to the absence of product replacement components if damaged, such as official photocards that cannot be replaced if damaged and can reduce the selling price.

From the total answers of respondents regarding the dimensions of style, durability, reliability and ease of repair, with an average score of 3.94 with good criteria. For the highest average value of 4.20 with good criteria on the durability dimension for the photocard durability indicator and reliability for the Seventeen photocard quality indicator. Meanwhile, the lowest average value was 3.39 with fairly good criteria on the style dimension for the Seventeen merchandise form indicator and on the easy-to-fix dimension for the dimension of the availability of merchandise replacement components.

Overview of Emotional Branding

On the dimensions sensory experience (five senses), for color indicators merchandise Seventeen has an average value of 3.55 with good criteria, this states that the color Merchandise Seventeen is in accordance with Carat's five senses, such as hoodie and photobook. On the shape indicator merchandise Seventeen that corresponds to the five senses of Carat has an average value of 4.10 with good criteria, this indicates that the shape merchandise Seventeen is optimal and according to the wishes of Carat's five senses, such as the shape of the necklace that is adapted to the character of the Seventeen member. On the indicator of the group symbol on merchandise Seventeen that corresponds to the five senses is worth 3.32 with fairly good criteria, this is due to the fact that some merchandise Seventeen has not been optimal in adjusting or showing group symbols.

In the imagination dimension, for the Seventeen merchandise indicator, it can encourage the creativity of Carat worth 4.17 with good criteria, this shows that Seventeen merchandise can arouse Carat's creativity, such as photocard merchandise, many Carat with their creativity make photocard holders to store photocards so that they can minimize damage. In the Seventeen merchandise indicator, Carat gives a productivity boost to Carat with a value of 4.08 with good criteria, this shows that Seventeen merchandise can be a driver of Carat's productivity, such as the Wonwoo Seventeen keyboard that can make Carat excited in doing his activities and merchandise photocard can make Carat more productive in making albums/book collections save photocards. In the indicator of Carat's intuition when choosing Seventeen merchandise is valued at 4.01 with good criteria, this shows that Carat's intuition when choosing Seventeen merchandise is good, Carat will choose merchandise according to the Fandom criteria and think about its usefulness.

In the vision dimension, for the Carat merchandise indicator in realizing Carat's dream of 4.00 with good criteria, this indicates that Seventeen merchandise can encourage Carat to realize his dreams, such as Carat's albums that contain songs that inspire Carat so that he can realize his dreams. In the Seventeen merchandise indicator, it can encourage Carat to realize its goals with a value of 4.11 with good criteria, this shows that Seventeen merchandise can be an encouragement for Carat to realize its goals. In the indicator of core values contained in Seventeen merchandise valued at 4.08 with good criteria, this shows that the Seventeen



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merchandise offered can present core values in Carat, such as Seventeen anniversary bracelets that have Seventeen core values for Carat.

From the total answers of respondents regarding the dimensions of relationship, sensorial experience, imagination and vision, with an average score of 3.84 with good criteria. Then, for the highest average value of 4.17 with good criteria on the imagination dimension for the Seventeen merchandise indicator as a driver of Carat's creativity. As for the lowest average value of 3.32 with a fairly good criterion in the sensorial experience dimension for the indicator of the suitability of the Seventeen merchandise group symbol.

Overview of Purchase Decisions

In the social dimension for Carat's social status indicator in influencing the purchase decision of merchandise worth 4.14 with good criteria, this shows that Carat's social status is very influential in the purchase decision of Seventeen merchandise offered by the company. In the indicator of the role of the family in the decision to purchase merchandise worth 3.37 with quite good criteria, this is because the Carat family has not been optimal in supporting Carat to buy merchandise. In the indicator of Carat's reference group in influencing merchandise decisions with a value of 4.14 with good criteria, this is because Carat's reference group, namely fellow K-Popers and fellow Carat, is optimal in encouraging or influencing Carat in purchasing decisions for Seventeen merchandise.

In the dimension of personal factors for Carat's work indicator, it affects the decision to buy Seventeen merchandise worth 3.97 with good criteria, this shows that Carat's work can determine the decision to buy merchandise, such as when Carats already have a job and have their own income. In the indicator of Carat's economic condition in the decision to purchase Seventeen merchandise is valued at 3.70 with good criteria, this is because Carat's economic condition also affects the decision to purchase merchandise, such as when Carat's economic condition is good or bad, Carat can determine the termination of merchandise purchases. In the Carat lifestyle indicator affects the purchase decision of Seventeen merchandise with a score of 3.97 with good criteria, this shows that lifestyle can influence the purchase decision.

In the dimension of psychological factors for Seventeen merchandise indicators can be a motivation for Carat with a value of 4.55 with very good criteria, this is because Seventeen merchandise can be a motivation for Carat, such as a photocard of Seventeen members who can motivate Carat in carrying out his activities. In the Seventeen merchandise indicator, it can be an attitude learning for Carat with a value of 4.18 with good criteria, this is because Seventeen merchandise can be an attitude learning for Carat, such as Seventeen albums that contain songs that have an attitude learning meaning for Carat. In the indicator of Carat's confidence in Seventeen merchandise is valued at 4.32 with very good criteria, this is because Carat is very confident in the merchandise issued by the Seventeen company.

Of the total responses of respondents regarding the dimensions of cultural factors, social factors, personal factors, and psychological factors, the value of 4.12 with good criteria. For the highest average score of 4.55 with very good criteria on the dimension of psychological factors for the Seventeen merchandise indicator, it can be a motivation for Carat. As for the lowest score of 3.37 with quite good criteria on the social factor dimension for indicators of the role of family in the purchase decision of Seventeen merchandise.

Quantitative Descriptive Analysis

Multiple Linear Regression Analysis

This study aims to analyze the impact of product design and emotional branding on Kpop Seventeen merchandise purchase decisions. The data analysis used was multiple linear regression analysis. The impact of the independent variables (X1 and X2) and the dependent variable (Y), where X1 is the product design, X2 is the emotional branding and Y is the purchase decision. The analysis was carried out using respondent tabulation on the questionnaire that had been run.



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Table 2. Multiple Linear Regression Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients ^a
	B	Std. Error	
	10,334	4,151	
1	(Constant)	,493	,540
	Product Design	,343	,301
	Emotional Branding	,118	

a. Dependent Variable: Purchase Decisions

Source: SPSS 21 (2025) Processing Results

According to the results of data processing in table 2 above, $\rho_{YX1}=0.540X1$, $\rho_{YX2}=0.301X2$, $= 0.402$ were obtained. Based on these results, the regression equation is obtained as follows: $Y = 0.540X1 + 0.301X2 + 0.402$, meaning that if the product design increases by one unit, it will have an impact on increasing purchasing decisions by 0.540. If emotional branding increases by one, it will have an impact on increasing purchasing decisions by 0.301, and other factors will have an impact on purchasing decisions by 0.402. Based on this description, it can be concluded that product design (X1) and emotional branding (X2) have a positive impact on purchasing decisions (Y) on Kpop Seventeen merchandise (Case Study on Seventeen Fandom in Medan City).

Correlation Coefficient and Coefficient of Determination

At this stage, it is used to measure the strength of the relationship between product design and emotional branding with purchase decisions through SPSS which can be seen in the following table

Table 3. Analysis of Correlation Coefficients and Coefficients of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,773 ^a	,598	,586	3,734

a. Dependent Variable: Purchase Decisions

b. Predictors: (Constant), Emotional Branding, Product Design

Source: SPSS 21 (2025) Processing Results

According to table 3, the correlation coefficient of $r = 0.773$ was obtained with the criterion that there was a strong relationship between product design and emotional branding with the purchase decision on Kpop Seventeen merchandise, in accordance with the correlation criteria in table 3.6. The determination coefficient of 0.586 means that the high and low purchase decisions on Kpop Seventeen merchandise products of 58.6% are explained by product design and emotional branding while the remaining 41.4% are influenced by other factors such as price, quality, brand image and other variables that are not explained in this study.

Hypothesis Test

Simultaneous Test (F Test)

This test is carried out simultaneously to find out whether the hypothesis is accepted or rejected, hypothesis testing is carried out to find out whether the variables of product design and emotional branding tested have a positive and significant impact on the purchase decision.



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Table 4. F Test Results Product Design and *Emotional Branding* on Purchase Decisions

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1409,372	2	704,686	50,550
	Residual	947,952	68	13,940	,000 ^b
	Total	2357,324	70		

a. Dependent Variable: Purchase Decisions

b. Predictors: (Constant), Emotional Branding, Product Design

Source: SPSS 21 (2025) Processing Results

Based on table 4 above, F value is $50.550 > F$ table with $(0.05; 2 \text{ vs } 68)$ of 3.13 or with a significance of $0.000 < \alpha 0.05$, then H_0 is rejected, it means the product design and emotional branding have a positive and significant effect on purchasing decisions on products merchandise Kpop Seventeen. This is in accordance with what has been stated by (Ady, Ari and Kusuma, 2022) declares that the design of the product and emotional branding together affect the purchase decision.

Product design and emotional branding have become two key elements in modern marketing strategies that have a significant impact on consumer purchasing decisions. In an era where consumers are faced with a variety of choices, product designs that are attractive and able to create emotional connections are becoming a decisive factor in attracting buyers' attention and interest. Product design includes not only aesthetic aspects, but also functionality and user experience. Well-designed products can increase consumer satisfaction and create added value. Meanwhile, emotional branding focuses on building an emotional connection between the brand and consumers, with the goal of creating long-term loyalty. When consumers feel emotionally connected to a brand, they are more likely to make a purchase and recommend the product to others.

The K-pop merchandise industry has grown tremendously, with groups like Seventeen taking the lead in creating a strong bond between fans and the products they offer. Product design and emotional branding play an important role in influencing Seventeen merchandise purchase decisions. With an innovative and engaging approach, merchandise becomes not only a physical item, but also a symbol of fan support and identity. Seventeen's product design, which includes visual aesthetics, functionality, and interconnectedness with the group concept, is able to attract the attention of fans. Each merchandise item is designed to reflect the unique values and character of the group members, creating a more immersive experience for consumers. In addition, the emotional branding applied by Seventeen, through warm and authentic interactions with fans, strengthens loyalty and emotional attachment.

This study aims to explore how effective product design and emotional branding strategies can influence consumer purchasing decisions. By understanding these relationships, it is hoped that it can provide deeper insights for marketers and entrepreneurs in designing more effective strategies to attract and retain consumers

Partial Test (t-test)

This test is performed partially to determine the acceptance or rejection of the hypothesis. Hypothesis testing was carried out to find out whether product design variables and emotional branding had a positive and significant impact on the purchase decision of Kpop Seventeen merchandise products.



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Table 5. Product Design and *Emotional Branding Results* Test Results for Purchase Decision Coefficients^a

Model	t	Sig.
1	2,489	,015
Design Product	5,232	,000
Emotional Branding	2,917	,005

a. Dependent Variable: Keputusan Pembelian

Source: results of questionnaire processing with SPSS Version 21 (2024)

Based on table 5, the t value on the variable X1 (product design) is $5.232 > t$ table with $df = n-k-1$ ($71-1-1=69$) of 1.99495 or a significance value of $0.000 < 0.05$, then H_0 is rejected, it means the product design has a positive and significant impact on the purchase decision on the product merchandise Kpop Seventeen. Product design affects purchasing decisions because design is very important in making a product, product design is the first thing seen by buyers or consumers, the impact is when the design attracts attention and can be useful for consumers, then there will be a purchase decision process. This is also based on the results of the research (Ridwan and Desi, 2021) stating that there is an influence of product design on the purchase decision.

In recent years, merchandise related to K-pop groups like Seventeen has become very popular among fans, known as Carat. The design of Seventeen's merchandise products plays a crucial role in attracting interest and influencing Carat's purchasing decisions. With a combination of attractive visual elements and concepts relevant to the group's identity, this merchandise serves not only as a consumer item, but also as a symbol of pride and support for the group's members. Innovative and creative product design helps create a powerful emotional experience for Carat. Each item is designed to reflect the values, style, and personality of Seventeen members, so fans feel more connected to the product. On the other hand, Carat's purchasing decisions are influenced by factors such as product quality, aesthetics, and emotional connectedness built through interactions between groups and fans.

Then the t value X2 (emotional branding) of $2.917 > t$ table with $df = n-k-1$ ($71-1-1=69$) of 1.99495 or a significant value of $0.005 < 0.05$, then H_0 is rejected, it means emotional branding have a positive and significant impact on purchasing decisions on products Merchandise Kpop Seventeen. A product must be able to create emotional bonding to its consumers, this is because a product which can connect emotional feelings to consumers will be able to increase trust from consumers to the product and make consumers want to make purchases. This is also based on the results of the research (Muthiah and Setiawan, 2019) that there is an influence emotional branding on the purchase decision.

Seventeen builds a strong relationship with fans (Carat) through authentic interactions. When fans feel emotionally connected to the group, they are more likely to buy merchandise as a form of support. Seventeen merchandise is often designed to reflect the identity of the group and the character of each member. This creates a sense of pride among Carat, who want to show their support through relevant products. Emotional branding encompasses the positive experiences that fans feel when buying merchandise, such as attractive packaging or special events. This experience increases satisfaction and drives purchasing decisions. Each product is often accompanied by a specific story or theme related to the album or group concept. This adds emotional value and encourages fans to feel more connected to the merchandise. Emotional branding creates a sense of community among Carat. When they buy merchandise, they feel like they are part of something bigger, which drives purchasing decisions to reinforce the group's identity.



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Discussion

Product Design

Product design is one of the important things as a determinant of consumer purchase decisions which is always the focus when consumers evaluate the product to be purchased. Merchandise Seventeen has a shape that is not yet in accordance with Carat's wishes, such as Lightstick Seventeen, version 3, which has not lived up to Carat's expectations. It is recommended that companies be able to adjust merchandise Seventeen with the identity of Carat and Seventeen so that there is no rejection in merchandise Seventeen. Some Seventeen merchandise has adjusted to the color of the Fandom, but there are also some Seventeen merchandise that do not match the color of the Fandom such as the lightstick version 3 of Seventeen, some Seventeen merchandise in the Your Choice era that does not reflect Carat's identity.

Some Seventeen merchandise can be repaired if they suffer damage that is not fatal enough, such as lightstick and necklace damage. However, some merchandise is also difficult to repair if it is damaged, such as photocards that have thin materials and this can reduce the selling price. It would be better if the company to provide good materials for making photocards.

The availability of replacement product components if the company is damaged has not facilitated replacement components in some Seventeen merchandise, such as damage to official albums or photobooks that cannot be replaced if damaged and can reduce the selling price. It would be better if the company provided more protection when shipping merchandise to Carat, as well as Carat to take better care of Seventeen's merchandise to minimize the possibility or prevent merchandise damage.

In addition to the above improvements, the increase in force dimensions (style) and dimensions are easy to fix (repairability) can be done by paying attention to the product design dimensions stated by the (Kumbara, 2021), including characteristics, performance, conformity quality, durability, test power, ease of repair and model.

Emotional Branding

Product design is one of the important things as a determinant of consumer purchase decisions which is always the focus when consumers evaluate the product to be purchased. The shape of Seventeen merchandise is considered quite good, this is because some of the Seventeen merchandise has a shape that is not in accordance with Carat's wishes, such as the Seventeen lightstick version 3 which is not in accordance with Carat's expectations. It is recommended that companies can customize Seventeen merchandise with Carat and Seventeen identities so that there is no rejection of Seventeen merchandise.

The color of Seventeen merchandise has met the taste of fans, this is because some Seventeen merchandise has adjusted to the color of Fandom, but there are also some Seventeen merchandise that do not match the color of Fandom such as the lightstick version 3 of Seventeen, some Seventeen merchandise in the Your Choice era which does not reflect Carat's identity.

Merchandise often reflects the personality of the member, such as distinctive symbols and colors of each member, recognized and loved by fans. The merchandise ordered from official should have high quality to appreciate the fans and create a special feeling when they have it. Merchandise is also connect to the album story or comeback moment that makes fans feel engaged in the group's artistic journey. Seventeen's merchandise is not just a product, but it is a symbol of the emotional engagement between fans and the group members, builds loyalty and strong bond.

In addition to the above improvements, can be done by paying attention to relationship, sensorial experience, imagination and vision (Muthiah and Setiawan, 2019).

Purchase Decision

Purchasing decisions are important in the company, the more consumers buy the products offered, the more profits the company gets. However, there are several indicators that are still quite good, this is because the Carat family is not optimal enough to support Carat to buy merchandise, such as the family's ignorance about the world of K-Pop or the family's disagreement about buying merchandise. It is better for Carat to be



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able to explain to the family about merchandise or introduce Seventeen to the family and the company can issue merchandise that can be used for the family.

Next in the dimension of personal factors for Carat's work indicators, it can be seen from the age of the respondents in this study it is said that they are mature in working so that Carat who works can already buy Seventeen merchandise, but there are some Carat even though they have worked are still considering purchasing Seventeen merchandise. Furthermore, on the indicator of Carat's economic state in purchasing decisions Merchandise has enough to meet the expectations of fans, but there are some Carat that still have average or below average economic conditions so that Carat who is in such economic conditions cannot buy merchandise Seventeen, which is not cheap. It would be better, if the company issued merchandise that can be bought and not too expensive by all Carats, both established and below-average economies, so that all Carats can feel or have goods that signify Carat's identity. Furthermore, in the indicator of Carat's lifestyle is good, this is because the lifestyle of a Carat is always involved in things related to K-Pop, so that Carat can follow and know the styles of other Carats. In addition to the above improvements, the improvement of the dimensions of social factors and personal factors can be done by paying attention to the dimensions of purchasing decisions put forward by (Kumbara, 2021), including triggers, influencers, decision-makers, buyers and users.

Conclusion

Based on all the descriptions that have been stated in the previous chapter, the author draws the following conclusions: the results of qualitative descriptive analysis of product design on Seventeen merchandise obtained a good answer category. The highest value is in the durability dimension for the photocard durability indicator and the reliability dimension for the Seventeen photocard quality indicator. Meanwhile, the lowest value is in the style dimension for the merchandise form indicator and the easy-to-fix dimension for the indicator of the availability of merchandise replacement components. The results of qualitative descriptive analysis of emotional branding on Seventeen merchandise obtained a good category. The highest score is in the imagination dimension for the Seventeen merchandise indicator as a driver of Carat's creativity. Meanwhile, the lowest value is in the sensorial experience dimension for the indicator of the suitability of group symbols in Seventeen merchandise.

The results of a qualitative descriptive analysis of purchase decisions on Seventeen merchandise obtained a good category. The highest score is in the dimension of psychological factors for the Seventeen merchandise indicator can be a motivation for Carat. Meanwhile, the lowest score was in the social factor dimension for indicators of the role of family in Seventeen merchandise purchase decisions. Based on the results of multiple linear regression analysis, the results were obtained namely that there is a positive influence between product design and emotional branding on the purchase decision of Seventeen merchandise. The correlation results show a Moderately Correlation between product design and emotional branding and purchasing decisions on Seventeen merchandise. Then the high and low purity of the purchase can be explained by product design and emotional branding. The results of the hypothesis test simultaneously with the F test obtained H0 test was rejected, meaning that there was a positive and significant impact between the product design variables and emotional branding on the purchase decision of Seventeen merchandise. The results of the hypothesis test were partially with the H0 t-test rejected, meaning that there was a positive and significant impact between product design variables and emotional branding on the purchase decision of Seventeen merchandise.

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