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# THE EFFECT OF PRODUCT QUALITY, PRICE AND PRODUCT DESIGN ON WOODEN DOOR PURCHASE DECISIONS AT PT. SUKSES MAKMUR TIGA ENAM TUJUH

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**Abstract**

The increasingly competitive furniture industry requires companies to understand the factors influencing consumer purchasing decisions. PT. Sukses Makmur Tiga Enam Tujuh Medan, as a company engaged in wooden door manufacturing, faces challenges in maintaining market competitiveness due to changing consumer preferences regarding product quality, price, and product design. This study aims to analyze the effect of product quality, price, and product design on purchasing decisions for wooden doors at PT. Sukses Makmur Tiga Enam Tujuh Medan, both partially and simultaneously. This research employed a quantitative approach with an associative research method. Data were collected through questionnaires distributed to consumers of PT. Sukses Makmur Tiga Enam Tujuh Medan. The data were analyzed using multiple linear regression analysis, t-test, F-test, and coefficient of determination analysis. The results showed that product quality had a positive and significant effect on purchasing decisions with a t-value of 6.041 and a significance level of 0.000. Price also had a positive and significant effect on purchasing decisions with a t-value of 4.987 and a significance level of 0.000. Furthermore, product design had a positive and significant effect on purchasing decisions with a t-value of 4.053 and a significance level of 0.000. Simultaneously, product quality, price, and product design significantly influenced purchasing decisions with an F-value of 32.427 and an R Square value of 0.503. The novelty of this study lies in its comprehensive examination of three essential consumer value dimensions within the wooden door industry context. The findings reveal that product quality is the most dominant factor influencing consumer purchasing decisions compared to other variables. This research provides practical implications for companies in developing strategies to improve product quality, establish competitive pricing strategies, and create innovative product designs to strengthen market competitiveness and increase consumer purchasing decisions.

**Keywords:** Product Quality, Price, Product Design, Purchasing Decision, Furniture Industry

## INTRODUCTION

In the current era of globalization, business competition has become increasingly intense. This compels companies to maximize their performance to remain competitive in the market. Companies must understand the needs and desires of their consumers; consequently, they need to devise robust marketing strategies to ensure consumer satisfaction and survive amidst business competition. The furniture industry is one sector experiencing rapid growth while simultaneously facing this fierce competition (Gede et al., 2025). The highly competitive nature of the marketing landscape drives companies to constantly strive to increase their market share and acquire new customers. Companies must determine the right marketing strategies to sustain their operations and prevail in the competitive environment, thereby achieving their corporate objectives (Fajri et al., 2023). The growth trend of Indonesia's furniture industry from 2011 to 2025 reveals a fluctuating pattern characterized by several phases of decline and recovery. After starting the period at a relatively high level, growth dropped sharply around 2012 before gradually recovering through 2015. However, the trend weakened again in 2016 before rising steadily to reach a relative peak in 2019. A significant contraction occurred in 2020—likely driven by external factors—followed by a strong recovery in 2021. Nevertheless, growth slowed again during 2022–2023 before finally trending upward once more in 2024 and reaching a high level in 2025. Overall, Indonesia's furniture industry has demonstrated resilience

amidst these cyclical fluctuations, showing an underlying tendency to strengthen by the end of the period. In line with the development of this industry, PT. Sukses Makmur Tiga Enam Tujuh Medan—a furniture company based in Medan—manufactures wood-based products, including wooden doors; consequently, the company must consider factors such as product quality, price, and design to influence the purchasing decisions of prospective customers. Sales data for PT. Sukses Makmur Tiga Enam Tujuh Medan from 2021 to 2025 reveals year-to-year fluctuations: sales increased in 2022, declined in 2023, rose again in 2024, and softened slightly in 2025. This pattern reflects market demand dynamics driven by economic conditions and evolving consumer preferences. Products such as plywood and engineered wood doors tend to dominate sales due to their high utility as strong, efficient building materials, whereas products like polished solid wood doors and stained-finish doors demonstrate that aesthetics are also a crucial consideration for consumers when selecting furniture. Overall, these fluctuations indicate that the company must strike a balance between functional quality and aesthetic appeal to remain competitive and meet diverse market needs. Based on the results of the pre-survey on purchasing decisions, it was found that regarding the product selection indicator, 43% of respondents answered "yes" and 57% answered "no." For the brand selection indicator, 40% answered "yes" and 60% answered "no." Furthermore, regarding the place selection indicator, 47% answered "yes" and 53% answered "no." Meanwhile, for the purchase timing indicator, the responses were evenly split, with 50% answering "yes" and 50% answering "no."

Overall, the pre-survey results indicate that the majority of respondents have not yet formed a strong purchasing decision regarding the wooden door products offered by PT. Sukses Makmur Tiga Enam Tujuh. This suggests the presence of factors influencing purchasing decisions, thereby necessitating further research into the impact of product quality, price, and product design on such decisions. One of the factors influencing purchasing decisions is the quality of the product offered. According to Kotler and Armstrong (2021), product quality refers to a product's ability to perform its functions—encompassing durability, reliability, precision, ease of use, and other attributes—in a way that satisfies consumers. High-quality products provide added value to consumers, thereby increasing trust and satisfaction in the purchasing process (Darmawan & Lailla, 2025). Based on Table 1.6, which presents the results of the pre-survey on product quality (X1), 11 respondents (37%) answered "yes" and 19 respondents (63%) answered "no" regarding the performance indicator. For the features indicator, 16 respondents (53%) answered "yes" and 14 respondents (47%) answered "no." Furthermore, regarding the reliability indicator, 12 respondents (40%) answered "yes" and 18 respondents (60%) answered "no." For the conformance to specifications indicator, 13 respondents (43%) answered "yes" and 17 respondents (57%) answered "no." Regarding the durability indicator, 10 respondents (33%) answered "yes" and 20 respondents (67%) answered "no." Meanwhile, for the perceived quality indicator, 14 respondents (47%) answered "yes" and 16 respondents (53%) answered "no."

Overall, the pre-survey results indicate that the majority of respondents answered "no" across almost all product quality indicators. This suggests that the quality of the wooden doors produced by PT. Sukses Makmur Tiga Enam Tujuh does not yet fully meet consumer expectations; consequently, product quality is presumed to be a factor influencing purchasing decisions. In addition to product quality, price is also a crucial factor influencing consumer purchasing decisions. According to Kotler and Armstrong (2021), price is the amount of money consumers must pay to acquire a product or service, or the value exchanged by consumers to obtain the benefits derived from using that product. Setting the right price is one of the strategies companies use to influence consumer purchasing decisions (Hidayat & Rayuwanto, 2023). This price difference indicates that PT. Sukses Makmur Tiga Enam Tujuh employs a relatively higher pricing strategy, likely based on factors such as raw material quality, the production process, or the value added offered to consumers. However, this higher price point may also be a factor consumers consider when making purchasing decisions. Based on the results of the price pre-survey (X2), regarding the price affordability indicator, 12 respondents (40%) answered "yes" and 18 respondents (60%) answered "no." For the indicator concerning the alignment of price with product quality, 14 respondents (47%) answered "yes" and 16 respondents (53%) answered "no." Furthermore, regarding the alignment of price with benefits, 11 respondents (37%) answered "yes" and 19 respondents (63%) answered "no." Meanwhile, for the price competitiveness indicator, 13 respondents (43%) answered "yes" and 17 respondents (57%) answered "no."

Overall, the pre-survey results indicate that the majority of respondents answered "no" across all price indicators. This suggests that the price of the wooden doors offered by PT. Sukses Makmur Tiga Enam Tujuh is not yet fully perceived as affordable or commensurate with the quality and benefits received, nor is it sufficiently competitive compared to other companies. These findings indicate that price is likely a factor influencing consumer purchasing decisions. Another factor influencing purchasing decisions is product design. According to Kotler & Keller (2022), product design encompasses the totality of features that affect a product's appearance, function, and benefits in relation to consumer needs. It involves aspects such as shape, model, color, size, and variety—elements


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capable of attracting consumer attention while delivering both aesthetic and functional value. Product design is a key factor influencing consumer purchasing decisions (Lestari et al., 2022). Based on the pre-survey results regarding product design (X3), 13 respondents (43%) answered "yes" and 17 (57%) answered "no" for the model indicator. Regarding the attractive style indicator, 12 respondents (40%) answered "yes" and 18 (60%) answered "no." Furthermore, for the variety indicator, 15 respondents (50%) answered "yes" and 15 (50%) answered "no." Meanwhile, regarding the "up-to-date" indicator, 11 respondents (37%) answered "yes" and 19 (63%) answered "no." Overall, the pre-survey results indicate that the majority of respondents answered "no" across most product design indicators. This suggests that the wooden door designs offered by PT. Sukses Makmur Tiga Enam Tujuh do not yet fully meet consumer expectations—whether in terms of model, appearance, variety, or alignment with current trends. These findings indicate that product design is likely a factor influencing consumer purchasing decisions.

Based on the background described above, several issues have been identified and can be outlined as follows:

1. Preliminary survey results indicate that consumer purchasing decisions are not yet optimal. This is evident from lingering consumer hesitation and the fact that not all consumers feel confident or satisfied with the purchasing decisions they have made.
2. The quality of the wooden door products is not entirely consistent. While some consumers rate the quality highly, others feel the product quality falls short of expectations.
3. Product pricing is perceived as not fully meeting consumer expectations. Some consumers consider the price unaffordable and not commensurate with the quality and benefits received.
4. Product design does not fully appeal to all consumers. Some consumers feel the design does not align with their tastes and believe further development is needed.

Referring to the background of the problem, research formulation, and objectives, the researcher can state the following hypotheses:

H1: Product quality has a positive and significant effect on the purchasing decision for wooden doors at PT. Sukses Makmur Tiga Enam Tujuh Medan.
H2: Price has a positive and significant effect on the purchasing decision for wooden doors at PT. Sukses Makmur Tiga Enam Tujuh Medan.
H3: Product design has a positive and significant effect on the purchasing decision for wooden doors at PT. Sukses Makmur Tiga Enam Tujuh Medan.
H4: Product quality, price, and product design have a positive and significant simultaneous effect on the purchasing decision for wooden doors at PT. Sukses Makmur Tiga Enam Tujuh Medan.

## METHOD

This study employed an associative approach, which aims to identify the relationship or connection between one variable and another (Sugiyono, 2021). The method employed was quantitative. The data used in this study included both primary and secondary data. This study focuses on the customers of PT. Sukses Makmur Tiga Enam Tujuh Medan, located at Jl. Irian Barat No. 367, Percut Sei Tuan, Medan 20371, Indonesia. The research is scheduled to take place from April 2026 to August 2026. The study population consists of the company's customers in Medan City, the exact size of which is unknown. Non-probability sampling was selected as the sampling method; this technique employs a purposive sampling, allowing the researcher to select the sample based on known probabilities. Due to time and budgetary constraints, the sample size was determined using the Lemeshow formula.

$$n = \frac{Z^2 \text{ x } P\ (1 - p)}{d^2}$$

$$n = \frac{1{,}96^2\ x\ 0{,}5\ (1 - 0{,}5)}{0.1^2}$$

$$n = \frac{3{,}8416.0.25}{0.01}$$

$$n = 96{,}04$$

Thus, the number of respondents included in the study on the influence of product quality, price, and product design on the purchasing decision for wooden doors at PT. Sukses Makmur Tiga Enam Tujuh is 100 consumers who meet the following research criteria:

1. Consumers who have purchased wooden doors from PT. Sukses Makmur Tiga Enam Tujuh.


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2. At least 18 years of age.
3. Have made a purchase at least once.
4. Willing to fully complete the research questionnaire.

## RESULTS AND DISCUSSION

### Results

### Validity and Reliability Test Results

**Table 1.** Results of the Validity Test of Product Quality, Price, Product Design, Purchase Decision

| Statement Item | r-count | r-table | Description |
|---|---|---|---|
| PQ1 | 0,773 | 0,361 | Valid |
| PQ2 | 0,727 | 0,361 | Valid |
| PQ3 | 0,786 | 0,361 | Valid |
| PQ4 | 0,799 | 0,361 | Valid |
| PQ5 | 0,690 | 0,361 | Valid |
| PQ6 | 0,800 | 0,361 | Valid |
| PQ7 | 0,784 | 0,361 | Valid |
| PQ8 | 0,742 | 0,361 | Valid |
| PQ9 | 0,790 | 0,361 | Valid |
| PQ10 | 0,759 | 0,361 | Valid |
| PQ11 | 0,773 | 0,361 | Valid |
| PQ12 | 0,727 | 0,361 | Valid |
| P1 | 0,749 | 0,361 | Valid |
| P2 | 0,764 | 0,361 | Valid |
| P3 | 0,714 | 0,361 | Valid |
| P4 | 0,790 | 0,361 | Valid |
| P5 | 0,702 | 0,361 | Valid |
| P6 | 0,772 | 0,361 | Valid |
| P7 | 0,779 | 0,361 | Valid |
| P8 | 0,723 | 0,361 | Valid |
| P9 | 0,731 | 0,361 | Valid |
| P10 | 0,776 | 0,361 | Valid |
| P11 | 0,768 | 0,361 | Valid |
| P12 | 0,762 | 0,361 | Valid |
| PD1 | 0,789 | 0,361 | Valid |
| PD2 | 0,829 | 0,361 | Valid |
| PD3 | 0,801 | 0,361 | Valid |
| PD4 | 0,766 | 0,361 | Valid |
| PD5 | 0,811 | 0,361 | Valid |
| PD6 | 0,742 | 0,361 | Valid |
| PD7 | 0,679 | 0,361 | Valid |
| PD8 | 0,775 | 0,361 | Valid |
| PD9 | 0,813 | 0,361 | Valid |
| PD10 | 0,754 | 0,361 | Valid |
| PD11 | 0,772 | 0,361 | Valid |
| PD12 | 0,747 | 0,361 | Valid |
| PDS1 | 0,810 | 0,361 | Valid |
| PDS2 | 0,811 | 0,361 | Valid |
| PDS3 | 0,745 | 0,361 | Valid |
| PDS4 | 0,747 | 0,361 | Valid |
| PDS5 | 0,784 | 0,361 | Valid |
| PDS6 | 0,826 | 0,361 | Valid |
| PDS7 | 0,771 | 0,361 | Valid |
| PDS8 | 0,779 | 0,361 | Valid |

| Statement Item | r-count | r-table | Description |
|---|---|---|---|
| PDS9 | 0,791 | 0,361 | Valid |
| PDS10 | 0,770 | 0,361 | Valid |
| PDS11 | 0,799 | 0,361 | Valid |
| PDS12 | 0,828 | 0,361 | Valid |

Source: SPSS version 25 (2026)

Referring to Table 1, it is known that the corrected item total correlation value is > 0.361, so all statement items are stated to be valid/legitimate.

**Table 2.** Results of the Reliability Test of Product Quality, Price, Product Design, Purchase Decision

| Variable | *Cronbach Alpha* | Description |
|---|---|---|
| Product Quality | 0,930 | Reliable |
| Price | 0,930 | Reliable |
| Product Design | 0,938 | Reliable |
| Purchase Decision | 0,944 | Reliable |

Source: SPSS version 25 (2026)

Referring to Table 2, it is known that the Cronbach's alpha value for all variables is product quality, price, product design and purchase decision > 0.60, so all variables items are stated to be reliable.

**Normality Test Results**

**Table 3**. Kolmogorov-Smirnov Test Results

| | | Unstandardized Residual |
|---|---|---|
| N | | 100 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 8.40898044 |
| Most Extreme Differences | Absolute | .063 |
| | Positive | .050 |
| | Negative | -.063 |
| Test Statistic | | .063 |
| Asymp. Sig. (2-tailed) | | .200[c,d] |

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: SPSS version 25 (2026)

Referring to Table 3. above, it is known that the results of the Kolmogorov-Smirnov test have a significance value of 0.200 > 0.05 so it can be concluded that the data tested is normally distributed.

**Multicollinearity Test Results (Tolerance and VIF)**

**Table 4.** Multicollinearity Test Results

**Coefficients[a]**

| Model | | Unstandardized Coefficients B | Unstandardized Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. | Collinearity Statistics **Tolerance** | **VIF** |
|---|---|---|---|---|---|---|---|---|
| 1 | (Constant) | -7.278 | 5.048 | | -1.442 | .153 | | |
| | Product Quality | .474 | .079 | .441 | 6.041 | .000 | .971 | 1.030 |
| | Price | .397 | .080 | .362 | 4.987 | .000 | .982 | 1.019 |
| | Product Design | .308 | .076 | .298 | 4.053 | .000 | .957 | 1.045 |

a. Dependent Variable: Purchase Decision

Source: SPSS version 25 (2026)


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Referring to Table 4, it is known that the results of the multicollinearity test for the variables product quality, price, product design have a tolerance value > 0.10 and VIF < 10, so this study is declared free from multicollinearity problems.

**Heteroscedasticity Test Results (Glejser)**

**Table 5.** Glejser Heteroscedasticity Test Results

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | **t** | **Sig.** |
| 1 | (Constant) | 9.737 | 2.922 | | 3.332 | .001 |
| | Product Quality | -.020 | .045 | -.044 | -.431 | .667 |
| | Price | .013 | .046 | .029 | .289 | .773 |
| | Product Design | -.070 | .044 | -.163 | -1.584 | .117 |

a. Dependent Variable: Abs_res

Source: SPSS version 25 (2026)

Referring to Table 5. above, the results of the Glejser test above, the significance value of the three independent variables is product quality, price, product design > 0.05, so it can be concluded that there is no heteroscedasticity.

**Multiple Linear Regression Test Results**

**Table 6.** Multiple Linear Regression Test Results

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | -7.278 | 5.048 | | -1.442 | .153 |
| | Product Quality | .474 | .079 | .441 | 6.041 | .000 |
| | Price | .397 | .080 | .362 | 4.987 | .000 |
| | Product Design | .308 | .076 | .298 | 4.053 | .000 |

Source: SPSS version 25 (2026)

Referring to Table 6, the regression equation for the above values is:

**Y = -7,278 + 0,474X1 + 0,397X2 + 0,308X3 + e**

1. The constant value in the regression equation is -7.278; this value indicates that if product quality, price, and product design are assumed to be zero, the predicted value for the purchasing decision is -7.278.
2. Product Quality (X1): the regression coefficient is 0.474. This positive coefficient indicates that product quality exerts a positive influence on the purchasing decision. This means that for every one-unit increase in the product quality score, the purchasing decision score increases by 0.474 units, assuming price and product design remain constant.
3. Price (X2): the regression coefficient is 0.397. This positive coefficient indicates that price exerts a positive influence on the purchasing decision. For every one-unit increase in the price score, the purchasing decision score increases by 0.397 units, assuming product quality and product design remain constant.
4. Product Design (X3): the regression coefficient is 0.308. This positive coefficient indicates that product design exerts a positive influence on the purchasing decision. For every one-unit increase in the product design score, the purchasing decision score increases by 0.308 units, assuming product quality and price remain constant.

**Hypothesis Testing**

**Partial Test Results (t-Test)**

**Table 7.** Partial Test Results (t-Test)

| Model | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | **t** | **Sig.** |
| 1 | (Constant) | -7.278 | 5.048 | | -1.442 | .153 |
| | Product Quality | .474 | .079 | .441 | 6.041 | .000 |
| | Price | .397 | .080 | .362 | 4.987 | .000 |
| | Product Design | .308 | .076 | .298 | 4.053 | .000 |

Source: SPSS version 25 (2026)

Referring to Table 7, it is known that the independent variables influence each other on the dependent variable.

1. The Product Quality variable (X1) has a t-count value of 6.041 (> t-table of 1.984) and a significance value (sig) of 0.000 (< 0.05). Therefore, H0 is rejected and H1 is accepted, meaning that product quality (X1) has a significant effect on purchasing decisions.
2. The Price variable (X2) has a t-count value of 4.987 (> t-table of 1.984) and a significance value (Sig) of 0.000 (< 0.05). Therefore, H0 is rejected and H2 is accepted, meaning that price (X2) also has a significant effect on purchasing decisions.
3. The Product Design variable (X3) has a t-count value of 4.053 (> t-table of 1.984) and a significance value (Sig) of 0.000 (< 0.05). Therefore, H0 is rejected and H3 is accepted, meaning that product design (X3) has a significant effect on purchasing decisions.

**Simultaneous Test Results (F-Test)**

**Table 8.** Simultaneous Test Results (F-Test)

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | **F** | **Sig.** |
|---|---|---|---|---|---|---|
| 1 | Regression | 7093.806 | 3 | 2364.602 | 32.427 | .000[b] |
| | Residual | 7000.384 | 96 | 72.921 | | |
| | Total | 14094.190 | 99 | | | |

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), Product quality, price, product design

Source: SPSS version 25 (2026)

Referring to Table 8. the F-test results show that the calculated F-value of 32.427 exceeds the F-table value of 2.47, with a significance level of 0.000 (which is less than 0.05). Since the significance value is below 0.05, it can be concluded that product quality (X1), price (X2), and product design (X3) simultaneously have a significant influence on the purchasing decision (Y). This indicates that the regression model employed is suitable for explaining the relationship between the independent variables and the dependent variable.

**Determination Test Results**

**Table 9.** Determination Test Results

**Model Summary**

| Model | R | R Square | **Adjusted R Square** | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .709[a] | .503 | .488 | 8.53936 |

a. Predictors: (Constant), Product quality, price, product design

Source: SPSS version 25 (2026)

Referring to Table 9, the Adjusted R-squared value is 0.488. This value indicates that, after adjusting for the number of independent variables and the sample size used in the study, Product Quality, Price, and Product Design collectively explain 48.8% of the variation in Purchase Decisions. Consequently, 51.2% of the variation in Purchase Decisions is influenced or explained by other factors not included in the research model.


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## Discussion

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

Based on the partial hypothesis testing results, the Product Quality variable (X1) yielded a positive regression coefficient of 0.474. The calculated t-value (t-count) of 6.041 exceeded the critical t-value (t-table) of 1.984, while the significance value was 0.000 (below the 0.05 threshold). Consequently, the null hypothesis (H0) was rejected, and the alternative hypothesis (H1) was accepted. These results indicate that product quality has a positive and significant influence on the purchasing decision for wooden doors at PT. Sukses Makmur Tiga Enam Tujuh Medan. The standardized beta coefficient of 0.441 further demonstrates that product quality exerts the strongest relative influence on purchasing decisions compared to price and product design. This study aligns with the research of Istiningrum et al. (2025), which found that product quality positively and significantly affects purchasing decisions. The findings also support the work of Tanjung and Bintang (2023) and Putrifasari et al. (2023), both of which demonstrated a positive and significant impact of product quality on purchasing decisions. However, these results differ from those of Pristiawan et al. (2022)—who found no significant effect—and Adam and Pratiwi (2025), who observed a positive but non-significant effect. Such discrepancies may stem from the specific characteristics of the products and consumers studied. In the case of wooden doors, quality is a fundamental consideration, given that the product is intended for long-term use and is directly linked to the building's functionality, security, and durability.
Thus, the research findings suggest that enhancing product quality can serve as a primary strategy to strengthen consumer purchasing decisions. PT. Sukses Makmur Tiga Enam Tujuh Medan should maintain the performance levels that have already received high ratings, particularly regarding the product's ability to fulfill its core function. Conversely, the company needs to pay greater attention to the "product features" aspect, as it received the lowest rating. Introducing additional features that offer tangible benefits to consumers could enhance the product's value and serve as a key differentiator against competitors.

### The Effect of Price on the Purchase Decisions

Based on the partial test results, the Price variable (X2) yielded a positive regression coefficient of 0.397. The calculated t-value (t-count) of 4.987 exceeded the critical t-value (t-table) of 1.984, and the significance value was 0.000 (below the 0.05 threshold). Consequently, the null hypothesis (H0) was rejected, and the second hypothesis (H2) was accepted. This demonstrates that price has a positive and significant influence on the purchasing decision for wooden doors at PT. Sukses Makmur Tiga Enam Tujuh Medan. The standardized beta coefficient of 0.362 indicates that price exerts a positive influence on purchasing decisions even when other variables in the model are taken into account. These findings align with the research of Istiningrum et al. (2025), which showed that price significantly and positively affects purchasing decisions. The results also support the findings of Yuliati and Istiyanto (2025) as well as Tanjung and Bintang (2023), who found that price significantly influences purchasing decisions. This consistency across studies suggests that economic considerations remain crucial when consumers select products, regardless of differences in the research subjects or consumer characteristics. The implication of these findings is that the company should not rely solely on price reductions as a strategy. Instead, the company needs to maintain a balance between price, quality, and the benefits received by the consumer. Given that price competitiveness scored the lowest mean value, the company could monitor the prices of similar products, differentiate offerings based on consumer segments, and more clearly communicate the advantages consumers gain at a specific price point. If PT. Sukses Makmur Tiga Enam Tujuh's prices are higher than those of competitors, that price difference must be accompanied by added value that is easily recognized and perceived by consumers.

### The Effect of Product Design on the Purchase Decisions

The partial hypothesis testing results indicate that the Product Design variable (X3) yielded a positive regression coefficient of 0.308. The calculated t-value (t-count) of 4.053 exceeded the t-table value of 1.984, while the significance value was 0.000 (below the 0.05 threshold). Consequently, the null hypothesis (H0) was rejected, and the third hypothesis (H3) was accepted. This implies that product design has a positive and significant influence on the purchasing decision for wooden doors at PT. Sukses Makmur Tiga Enam Tujuh Medan. The standardized beta coefficient of 0.298 indicates that the more positively consumers perceive the product design, the stronger their inclination to make a purchase. These findings align with studies by Istiningrum et al. (2025) and Putrifasari et al. (2023), which established that product design significantly and positively affects purchasing decisions. They also concur with research by Ramadhani and Mardatillah (2024) and Aprilia and Darmawan (2025), which demonstrated a significant impact of product design on purchasing decisions. However, these results differ from those of Yuliati and Istiyanto (2025), who found that product design did not have a significant effect. Such discrepancies may arise

because the importance of design varies across product categories. In the context of wooden doors, design is highly relevant, as the product serves both functional and aesthetic roles within a building. Therefore, while the company should maintain the product's ability to convey an attractive and elegant impression, improvement efforts should prioritize design variety. PT. Sukses Makmur Tiga Enam Tujuh Medan could expand its range of models, patterns, finishes, sizes, color combinations, and designs that keep pace with evolving architectural concepts. These options could be tailored to suit various needs—such as minimalist, classic, modern, or commercial styles—as well as specific customer requirements. The more relevant alternatives there are, the greater the likelihood that consumers will find a suitable design and proceed with the process through to a purchase decision.

**The Simultaneous Effect of Product Quality, Price and Product Design on the Purchase Decisions**

Based on the simultaneous hypothesis testing using the F-test, the calculated F-value (F-count) was 32.427, exceeding the critical F-value (F-table) of 2.47, with a significance level of 0.000 (less than 0.05). Consequently, the null hypothesis (H0) was rejected, and the fourth hypothesis (H4) was accepted. These results demonstrate that product quality, price, and product design collectively exert a significant influence on the purchasing decisions for wooden doors at PT. Sukses Makmur Tiga Enam Tujuh Medan. This study aligns with the findings of Putrifasari et al. (2023), who found that product design, product quality, and price have a positive and significant impact on purchasing decisions. These findings reinforce the view that consumers generally do not base decisions on a single attribute but rather consider a combination of attributes that offer the best value for their needs. Based on the overall research findings, the company should implement integrated improvements. Priority should be given to maintaining and enhancing product quality, as this variable possesses the highest standardized beta coefficient. Simultaneously, the company needs to improve price competitiveness and expand design variety, as these aspects received relatively lower ratings. This strategy is crucial to ensure that existing consumer trust in the brand is matched by the conviction that the offered wooden doors are indeed the right choice. By balancing the management of quality, price, and design, the company can better position itself to positively influence consumer purchasing decisions.

## CONCLUSION

Based on the data analysis results, the following conclusions can be drawn:

1. Product quality has a positive and significant effect on the purchasing decision for wooden doors at PT. Sukses Makmur Tiga Enam Tujuh Medan. This is evidenced by a calculated t-value of 6.041 (exceeding the t-table value of 1.984) and a significance value of 0.000 (less than 0.05).
2. Price has a positive and significant effect on the purchasing decision for wooden doors at PT. Sukses Makmur Tiga Enam Tujuh Medan. This is evidenced by a calculated t-value of 4.987 (exceeding the t-table value of 1.984) and a significance value of 0.000 (less than 0.05).
3. Product design has a positive and significant effect on the purchasing decision for wooden doors at PT. Sukses Makmur Tiga Enam Tujuh Medan. This is evidenced by a calculated t-value of 4.053 (exceeding the t-table value of 1.984) and a significance value of 0.000 (less than 0.05).
4. Product quality, price, and product design simultaneously have a significant effect on the purchasing decision for wooden doors at PT. Sukses Makmur Tiga Enam Tujuh Medan. This is evidenced by a calculated F-value of 32.427 (exceeding the F-table value of 2.47) and a significance value of 0.000 (less than 0.05).

Based on the research findings and conclusions, the following recommendations are offered:

1. For PT. Sukses Makmur Tiga Enam Tujuh Medan
   The company is advised to prioritize improving product quality. This can be achieved by maintaining consistency in material quality, door strength and durability, adherence to specifications, and the neatness of the finish. In addition to preserving the product's core functions—which consumers already rate highly—the company should enhance unique attributes or add features to create a stronger point of differentiation compared to competitors. Regarding pricing, the company needs to improve its price competitiveness by ensuring that the set price aligns with the quality and benefits received by consumers; periodic price evaluations against competitors are necessary. In terms of product design, the company should expand its range of wooden door designs, as this aspect currently receives relatively low ratings from consumers. Introducing more options for models, patterns, colors, finishes, and sizes can help align the product offering with evolving consumer tastes and needs.
2. For Future Researchers
   The study results indicate that product quality, price, and product design account for 50.3% of the variation in purchasing decisions, while the remaining 49.7% is explained by factors not examined in this study.


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Therefore, future research should expand the study model by investigating other factors that may influence purchasing decisions.

Future research could also be conducted on other wooden door or furniture companies, utilizing a larger sample size and a broader geographical scope. Such expansion is necessary to determine whether the influence of product quality, price, and product design on purchasing decisions follows a similar pattern across different consumer demographics and research subjects.

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