

## **Mediating Effect of Comfortable and Durability, Feature and Aesthetic and Reliability of Product on Price and Product Purchase Decision (Study at One Retail Company in Bandung)**

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### **ABSTRACT**

*This study aims to examine the mediating influence of product comfort and durability, product features and aesthetics, and product reliability on the relationship between product price and purchasing decisions for children's clothing products in Bandung City. This study employs a survey research methodology, which entails gathering data from a sample of 100 participants actively engaged in consuming children's clothing products.*

*The findings derived from examining data through exploratory factor analysis (EFA) and path analysis indicate a noteworthy impact of product price on Comfort and durability, Features and Aesthetics, and Product Reliability. Moreover, the research findings suggest a substantial mediating effect of Product Comfort, Durability, and Reliability on the association between product price and purchasing decisions. This finding suggests that the impact of price on consumers' choices to purchase a product can be mainly attributed to its influence on perceived factors such as comfort, durability, and product performance.*

*Nevertheless, it is worth noting that there is no substantial evidence to suggest that Features and Aesthetics play a significant role in mediating the connection between price and consumers' decisions to purchase a product. This finding suggests that within the domain of children's clothing products, certain features and aesthetic qualities do not necessarily ensure the Comfort, Durability, and Reliability factors play a significant role in shaping consumer purchase choices.*

*This study offers significant insights for marketers and makers of children's apparel goods in the urban area of Bandung. It highlights the significance of comprehending the interplay between customer perceptions of price, comfort, and durability in shaping purchasing choices. The employed research methodology involves exploratory factor and route analysis, enabling researchers to delve into the intricate connections between variables and the mediating function they play with greater precision. This study additionally establishes a basis for enhanced marketing tactics and a more comprehensive comprehension of customer inclinations within children's apparel merchandise.*

*Keywords: Comfortable and Durability, Feature and Aesthetic, Reliability of Product, Price, Product Purchase Decision*

## INTRODUCTION

In the contemporary era characterized by globalization and intense corporate competition, comprehensive comprehension of the determinants that impact consumer buying behavior has emerged as an essential cornerstone for success in the business realm. In the contemporary landscape of the children's clothing industry, characterized by the swift evolution of fashion trends, technological advancements, and changing consumer values, a comprehensive comprehension of the determinants influencing customer choices has gained heightened significance.

The market segment of children's clothing is characterized by its high dynamism and competitiveness. In order to satisfy customer demands, products must adhere to stringent quality criteria and consider many aspects that impact consumer preferences, including but not limited to style, comfort, durability, and affordability. Hence, it is crucial to comprehend the underlying factors that drive customer behavior when purchasing children's apparel products. (Abd Hafiz<sup>12</sup> & Ali, 2019; Akbar, Violinda, Setiawati & Rizwan, 2021)

The primary objective of this study is to investigate the determinants that impact the purchase choices of children's apparel items in Bandung, Indonesia, with specific emphasis on the significance of product pricing as a critical element. Furthermore, we will take into account the perceptions of consumers regarding comfort and durability (referred to as Comfortable and durability), the features and aesthetics of the product (referred to as Feature and Aesthetic), and the Reliability of the product (referred to as Reliability) as potential mediating variables that could impact the association between price and purchasing choices. (Arifin, Marsudi & Wijaya, 2022; Chaerudin & Syafarudin, 2021)

The children's clothing sector exhibits distinctive attributes. In order to fulfill the demands of the market, products must uphold superior quality standards while simultaneously catering to children's preferences, guaranteeing their safety, and aligning with the expectations of parents who frequently assume the role of critical consumers. In the context of heightened competition, it is imperative to comprehensively comprehend the intricate interplay between these variables and their influence on consumer behavior, as this knowledge is pivotal in formulating efficacious marketing strategies. (Das

Guru & Paulssen, 2020; Nugroho, Rahayu & Hapsari, 2022)

Prior studies conducted in this domain have yielded significant findings on the determinants that impact children's decision-making process when selecting apparel items. Nevertheless, it remains necessary to address the existing knowledge gaps, particularly in the specific context of Bandung, as it is plausible that this location exhibits unique consumer dynamics that differ from other regions in Indonesia. Hence, this study possesses substantial practical significance as it will contribute to a more comprehensive comprehension of consumer preferences within the multifaceted children's clothing industry. (Peridawaty & Syamsudin, 2023; Prabarini & Setiawan, 2022)

In order to accomplish the research objectives, a quantitative methodology was utilized. Data was gathered through questionnaires delivered to a sample of 100 individuals who are active users of children's clothing goods in the city of Bandung. This approach facilitated the collection of pertinent and reliable primary data from knowledgeable customers within the regional market. (Rezal, Muharam & Pranowo, 2023; Thanh Tung & Thi Hoang Phung, 2019)

Following that, we performed data analysis employing Exploratory Factor Analysis (EFA) to ascertain the elements that might impact purchasing decisions. Path Analysis was

employed in this study to investigate the interconnections among the variables under consideration. The primary focus was assessing the influence of product pricing and considering the mediating effects of comfort and durability, Feature and Aesthetic, and Reliability of Product on purchase decisions. (Wang & Hsu, 2019; Wang, Ko & Wang, 2022)

The anticipated outcomes of this study are poised to yield a substantial scholarly contribution by enhancing comprehension of the interplay of product price, comfort and durability, Feature and Aesthetic, and Reliability of Product in influencing consumer preferences within the children's clothing market in Bandung. These findings are expected to assist enterprises operating in the children's clothing industry by aiding in developing more efficient marketing strategies and producing items that align with the demands and preferences of consumers in Bandung. Furthermore, this study is anticipated to contribute to the existing body of literature in this particular sector, creating opportunities for future research endeavors in the realm of varied children's clothing markets in Indonesia. (Wijayanti & Nainggolan, 2023; Yulianingsih, Limakrisna & Muharam, 2023; Yuliantie, 2021)

In summary, it is imperative to comprehend the various aspects that impact the decision-making process of children's apparel purchases to effectively navigate the highly competitive environment and swiftly adapt to the evolving

dynamics within this business. This study offers a deeper understanding of the intricacies associated with customer buying behavior in Bandung, Indonesia. By understanding the significance of factors such as pricing, comfort and durability, features and aesthetic appeal, and product reliability, organizations may formulate more efficient marketing strategies and create products that effectively cater to the requirements and expectations of consumers. As a result, organizations have the potential to improve their competitive advantage within a dynamic market by effectively responding to evolving trends and shifting consumer preferences.

## METHOD

In order to ascertain the impact of each research variable, the researchers administered a survey employing exploratory factor analysis to a sample of respondents who had utilized a children's clothing product in Bandung City. The study employed a non-parametric structural equation modeling PLS technique, using a sample size of 100 respondents. These respondents were consumers who had utilized one of the children's clothing products in Bandung City. The researchers distributed a Google form link through social media platforms to get data from the participants. The researchers employed convenience sampling to select participants,

wherein customers were requested to complete the offered structured questionnaire voluntarily.

The research extended for four months after the collection of questionnaires. Subsequently, the researchers summarized the outcomes derived from the participants' responses, namely, comprising 100 customers who had the subsequent characteristics: In this particular scenario, women exhibited a higher level of dominance than men. The male population comprised a mere 14 individuals, representing 14% of the total population. Therefore, it can be inferred that Bandung's predominant customer group for children's clothing products consists of women, including 86 individuals, accounting for 86% of the sample population. The participants were categorized by age, revealing that 46 individuals, accounting for 46% of the sample, fell within the 20-30 age range.

Additionally, 25 respondents, constituting 25% of the sample, were aged between 31 and 40. Furthermore, 19 participants, representing 19% of the sample, were between 41 and 50 years old. Lastly, ten individuals, comprising 10% of the sample, were older than 50. Based on the data collected, it can be inferred that the mean age of individuals surveyed who purchase children's apparel items within the city of Bandung falls between 20 and 30 years. Based on the data mentioned earlier, it can be inferred that the demographic profile of the active consumer base for a particular children's clothing product in

Bandung is primarily composed of individuals aged between 20 and 30 years, totaling 46 individuals.

According to the categorization of participants according to their occupation, it is observed that entrepreneurs constitute the largest group, accounting for 32% of the sample size, with a total of 32 individuals. This condition is followed by private employees, comprising 31% of the respondents, with 31 individuals. The next category is represented by employees of state-owned enterprises (BUMN), constituting 12% of the sample, with 12 individuals. Civil servants account for 10% of the participants, with ten individuals. Homemakers make up 7% of the sample, with a total of 7 individuals. Lastly, the remaining category comprises 8% of the respondents, with eight individuals. Based on the data, it can be inferred that the most active participants who shop for children's apparel products in Bandung City are entrepreneurs, comprising 32% of the sample population, corresponding to 32 individuals. This study's sample of 100 respondents was analyzed based on their income profiles. Most respondents, comprising 46% or 46 individuals, reported an income range of IDR 1 million - 3 million. This condition was followed by 29% or 29 respondents who reported an income range of IDR 4 million - 5 million. Lastly, 25% or 25 respondents reported an income exceeding IDR 5 million. Based on the available data, it can be inferred that the income

range of customers in Bandung City who frequently shop for children's clothing goods is within the range of IDR 1 million to IDR 3 million.

## RESULTS and DISCUSSION

Validity and reliability are shown in table 1 below:

**Table 1. Results of Construct Validity and Reliability Calculation**

	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<b>Comfortable &amp; Durability</b>	0,811	0,877	0,641
<b>Feature And Aesthetic</b>	0,857	0,893	0,582
<b>Price</b>	0,712	0,821	0,537
<b>Product Purchase Decision</b>	0,846	0,884	0,521
<b>Reability</b>	0,889	0,918	0,693

The statistical analysis shown in Table 1 demonstrates strong evidence supporting the validity and reliability of the study construct. Cronbach's Alpha, a statistical metric employed to assess the internal consistency among items within study constructs, exhibits a value surpassing the established threshold of 0.7. This result suggests that the questions within the questionnaire exhibit a high degree of congruence, hence establishing their reliability in consistently assessing the targeted variable.

In addition, it is noteworthy that the Average Variance Extracted (AVE) value above the threshold of 0.5 indicates a commendable level of variance captured by the construct. The AVE (Average Variance Extracted) metric quantifies the degree to which the variables under investigation can account for the variance seen in the items employed to measure a particular research construct. A high average variance extracted (AVE) suggests that the study construct can account for a significant portion of the variability observed in its elements, verifying the construct's validity.

The results of this study strongly suggest that the measurement of the research construct exhibits both validity and reliability. The robust validity and reliability of the data serve as a firm foundation for conducting additional analysis and interpretation of the results. This result, in turn, enhances trust in the dependability and pertinence of the findings within the research domain. In summary, the outcomes of this statistical examination substantiate the assurance of the credibility of the discoveries of this investigation. The data analysis findings demonstrate the significance of mediation, as indicated in bold 2.

**Table 2. presents the outcomes of the path coefficient, R square, and hypothesis computation**

	<b>Co effi cie nts</b>	<b>Stand ard Devia tion</b>	<b>T Statis tics</b>	<b>P Va lu es</b>
Comfortable & Durability -> Product Purchase Decision	0,305	0,118	2,592	0,010
Feature And Aesthetic -> Product Purchase Decision	0,164	0,153	1,071	0,285
Price -> Comfortable & Durability	0,517	0,077	6,751	0,000
Price -> Feature And Aesthetic	0,520	0,070	7,471	0,000
Price -> Reability	0,553	0,060	9,200	0,000
Reability -> Product Purchase Decision	0,337	0,140	2,413	0,016
<b>R Square</b>	<b>R square</b>		<b>R Square Adjusted</b>	
Comfortable & Durability	0,267		0,260	
Feature And Aesthetic	0,271		0,263	
Product Purchase Decision	0,521		0,507	
Reability	0,306		0,299	

The data derived from the conducted computations unveil several significant discoveries within the framework of this study endeavor. Firstly, based on the study of P Values,

it can be inferred that the "Comfort and durability" element substantially impacts consumers' judgments on product purchases. This finding suggests that customers place significant importance on product comfort and durability factors while engaging in their decision-making processes for purchases.

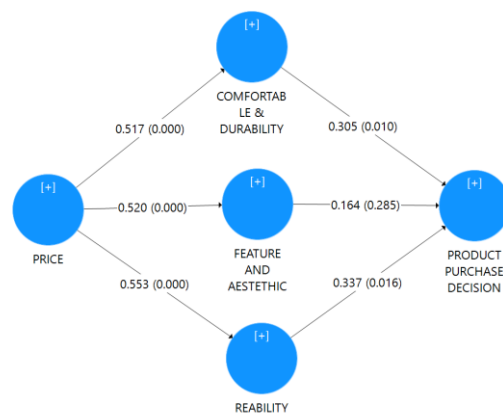
Nevertheless, an intriguing discovery emerged indicating that the variable "Feature And Aesthetic" did not demonstrate a statistically significant impact on the decision-making process of product purchases. This observation suggests that consumers are more inclined to prioritize factors such as comfort and durability over product features or attractiveness.

It is noteworthy to acknowledge that the variable of "Price" holds considerable sway over the factors of "Comfort and durability," indicating that the price of a product might impact consumers' judgments regarding its level of comfort and durability. Furthermore, it should be noted that the price of a product also has a significant role in shaping the perception of its "Feature And Aesthetic." This result implies that economic considerations substantially impact how customers assess a particular product's characteristics and visual appeal.

Furthermore, the analysis of P Value calculations reveals a substantial relationship between the variable "Price" and the construct of "Reliability." This finding emphasizes the

significance of price as a determinant in molding consumer views about a product's reliability.

The overall validity of this analysis is enhanced by the relatively high R-squared coefficients for each factor, precisely 0.267, 0.271, 0.521, and 0.306. The observed values suggest that the generated model can elucidate a significant portion of the variances in product purchasing decisions. Consequently, it is a commendable and pertinent model within the scope of this research.



**Figure 1. Mediating Effect of Comfortable and Durability, Feature and Aesthetic and Reliability of Product on Price and Product Purchase Decision**

The findings of this study offer a comprehensive comprehension of the determinants that impact consumer choices when purchasing children's clothing products within the Bandung region. Upon thoroughly examining the data, it becomes evident that there exist intricate connections between many factors such as price,

comfort and durability, features and aesthetics, reliability, and the decision to purchase a product.

The primary observation is that a product's price substantially impacts three key factors: Comfort and Durability, Features and Aesthetics, and Reliability. This result demonstrates the significant influence of pricing on consumers' opinions about different attributes of children's apparel products. When making purchasing decisions, consumers often regard price as a crucial determinant in assessing the perceived worth of a product.

However, of particular relevance is the mediating function that two crucial characteristics, namely Comfort and Durability, and reliability, play in the connection between pricing and the decision to purchase a product. The research indicates that the impact of pricing on consumers' purchasing decisions is mainly attributed to its influence on their views of comfort, product durability, and product reliability.

Consumers tend to prioritize factors such as comfort and product longevity when evaluating the cost of children's clothing items. This phenomenon could be attributed to the consumer's desire to guarantee that the things they acquire offer optimal comfort for their children and possess a durable quality, hence minimizing the necessity for frequent replacements. The issue of product reliability holds significant importance as buyers seek

assurance in the dependability of their chosen items.

In contrast, the results indicate that features and Aesthetics do not substantially mediate the association between price and Product Purchase Decision. This result suggests that the influence of product features and aesthetic aspects on the decision to purchase children's apparel products is weaker when compared to the criteria of comfort, durability, and reliability.

Nevertheless, it is imperative to acknowledge that this does not imply that product features and aesthetic elements hold no significance to consumers regarding children's apparel products. These aspects, as mentioned above, may serve as secondary considerations that contribute to the overall worth of the product. However, they do not play a substantial role in mediating the relationship between price and the consumer's purchase choice. Consumers may prioritize comfort, durability, and reliability as primary considerations in purchasing decisions, regarding product features and aesthetics as supplementary benefits.

Moreover, the findings above exemplify the intricate nature of customer behavior within children's apparel merchandise. When making decisions, consumers are required to consider many aspects, and their preferences may exhibit variability contingent upon certain circumstances. Companies need help formulating effective marketing strategies due to the need to recognize



that the determinants impacting consumer purchasing decisions are not universally applicable.

In the specific setting of Bandung, where consumer dynamics may exhibit variations compared to other places in Indonesia, it becomes increasingly imperative to comprehend consumer preferences and priorities. Hence, the findings of this study carry substantial practical significance for enterprises working within the children's apparel sector in Bandung.

These insights serve as a basis for companies to develop more efficient pricing strategies. Consumers can see that fair pricing strategies can positively influence their views of comfort, product durability, and reliability, thereby influencing their purchasing behavior. This result implies that organizations can employ pricing as a strategic instrument to augment the desirability of their products within a competitive market.

Moreover, organizations have the opportunity to prioritize the enhancement of products that exhibit superior comfort, durability, and reliability. This result entails guaranteeing that their products adhere to stringent quality criteria about children's comfort, product longevity, and dependability. In the context of the children's apparel sector, wherein parents typically assume the role of principal consumers, it is imperative to prioritize the preservation of comfort and product reliability as vital strategic measures.

This study's findings also contribute substantially to the existing body of knowledge in the domain of consumer behavior. Prior studies have examined the determinants that impact consumer purchasing choices, although a more comprehensive comprehension of the intricate connections among these determinants is still necessary. The research findings have the potential to provide a foundation for future investigations in this field, particularly about the different markets for children's clothes.

In summary, a comprehensive comprehension of the determinants that impact the choices made while purchasing children's clothing items is crucial for effectively maneuvering within the highly competitive environment and swiftly evolving dynamics of this particular sector. This study offers a more comprehensive understanding of the complexities associated with customer buying behavior in Bandung, Indonesia. By understanding the significance of price, comfort and durability, features and aesthetics, and product reliability, organizations may formulate more efficient marketing strategies and create products that align with the demands and anticipations of consumers. As a result, organizations have the potential to improve their competitive advantage within a dynamic market by effectively responding to evolving trends and shifting consumer preferences.

## CONCLUSION

In the contemporary era characterized by globalization and heightened competition, a comprehensive comprehension of the various determinants that impact customer buying behavior emerges as a pivotal aspect for achieving business prosperity. In the children's apparel sector context, it is becoming progressively crucial to comprehend the determinants that influence consumer purchase decisions, mainly due to the quick evolution of fashion trends and customer preferences. This study has yielded some significant findings that enhance our comprehension of consumer behavior in the context of purchasing decisions for children's clothing products in Bandung, Indonesia.

To begin with, a crucial discovery indicates that the price of a product holds considerable influence over consumer choices. This finding indicates that in a competitive context, such as the children's apparel business, customers prioritize price as the determining factor in their purchasing decisions.

However, an intriguing aspect of this research is the discovery of the mediating influence exerted by the factors of Comfort and Durability, as well as Product Reliability factors on the connection between product pricing and consumer purchasing choices. The impact of pricing on consumer purchasing decisions can be mainly

attributed to its influence on product comfort, durability, and reliability perceptions. This analysis delves into the impact of affordable pricing on consumer preferences for products perceived as comfortable, durable, and reliable.

Nevertheless, it is worth noting that the mediating effect of the Feature and Aesthetic aspects in the association between price and purchase decisions is not statistically significant. While the characteristics and aesthetics of products may hold significance in the domain of children's clothes, the participants of this study are inclined to prioritize alternative variables such as pricing, comfort, and dependability.

The findings of this study hold significant implications for enterprises engaged in the children's apparel sector within the urban area of Bandung. The company should reassess its pricing approach, considering the potential benefits of establishing a suitable price point in enhancing the perceived attributes of comfort, durability, and reliability associated with the product. In alternative terms, implementing suitable price strategies can serve as a significant mechanism for enhancing the appeal of a product.

In addition, prioritizing the enhancement of items that possess comfort, durability, and reliability is crucial to manufacturing goods that align with consumer expectations. Within the children's clothing sector, wherein parents typically assume the primary purchaser role,

ensuring product comfort and reliability emerges as a crucial strategic measure.

This study also holds broader significance in comprehending customer behavior across geographical areas. Despite the geographical focus of this study on Bandung City, the obtained results possess the potential to offer significant perspectives for stakeholders operating in the children's clothing industry in other locations.

This study enhances the existing body of literature by providing insights into how several criteria, such as Comfort and Durability, Features and Aesthetics, and Product Reliability, mediate the impact of price on consumer purchasing behavior. This study is a foundation for future investigations in this particular academic domain.

This research has contributed to the existing body of literature by providing insights into customer behavior and preferences about children's clothing products. The findings derived from this study will establish a robust basis for companies operating in the children's clothing sector to formulate more efficient marketing strategies and create products that more effectively cater to consumer demands and preferences. In this manner, organizations can enhance their competitive edge within a market characterized by intense competition while simultaneously being responsive to evolving trends and customer inclinations.

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