
THE INFLUENCE OF THE ATTRACTIVENESS OF PROMOTIONS AND PRODUCT DESIGN ON THE DECISION TO PURCHASE THE HONDA ALL NEW BRIO SATYA

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh daya tarik promosi dan desain produk terhadap keputusan pembelian konsumen. Pengaruh faktor-faktor ini terhadap perilaku konsumen telah menjadi perhatian utama dalam studi pemasaran modern, karena mereka memiliki peran yang signifikan dalam membentuk preferensi pembelian. Dalam konteks ini, pendekatan kuantitatif digunakan untuk mengumpulkan data dari responden yang terdiri dari konsumen aktif dalam berbagai sektor industri. Penelitian ini mengambil sampel dari populasi konsumen yang mewakili beragam latar belakang demografis dan preferensi produk. Metode survei digunakan untuk mengumpulkan data primer yang terkait dengan persepsi konsumen tentang daya tarik promosi dan desain produk serta keputusan pembelian mereka. Analisis data dilakukan menggunakan teknik regresi linier berganda untuk mengidentifikasi hubungan antara variabel-variabel yang diteliti. Alat analisis menggunakan SPSS 26. Hasil penelitian menunjukkan bahwa baik daya tarik promosi maupun desain produk memiliki pengaruh signifikan terhadap keputusan pembelian konsumen. Temuan ini memberikan wawasan yang berharga bagi praktisi pemasaran untuk merancang strategi yang efektif dalam meningkatkan penjualan dan kepuasan konsumen.

Kata kunci: daya tarik promosi, desain produk, keputusan pembelian.

ABSTRACT

This research aims to analyze the influence of promotional attractiveness and product design on consumer purchasing decisions. The influence of these factors on consumer behavior has become a major concern in modern marketing studies, as they have a significant role in shaping purchasing preferences. In this context, a quantitative approach is used to collect data from respondents consisting of active consumers in various industrial sectors. This research draws samples from a consumer population representing a variety of demographic backgrounds and product preferences. Survey methods are used to collect primary data related to consumer perceptions about the attractiveness of promotions and product designs as well as their purchasing decisions. Data analysis was carried out using multiple linear regression techniques to identify the relationship between the variables studied. The analysis tool uses SPSS 26. The research results show that both promotional appeal and product design have a significant influence on consumer purchasing decisions. These findings provide valuable insights for marketing practitioners to design effective strategies to increase sales and consumer satisfaction.

Keywords: attractiveness of promotions, product design, purchase decision.

INTRODUCTION

Interest in transportation modes nowadays is increasing along with the high rate of community mobility. Moving from one

place to another certainly requires transportation. This causes high demand for transportation needs, of course, this is in line with the rapid development of the automotive

industry. One of the modes of transportation that is the favorite of society today is land transportation such as cars. This makes four-wheeled automotive manufacturers compete to gain consumers' interest to make a profit.

The influence of interest in purchasing cars on the development of car sales in Indonesia has complex and varied dynamics. This narrative can be viewed from several points of view, reflecting the interaction between economic, social and government policy factors.

In Indonesia, interest in buying cars is influenced by various factors, including people's income levels, economic conditions, lifestyle trends and tax policies. When the economy is growing and people's incomes increase, interest in buying cars tends to increase because people have more purchasing power to meet their personal car needs. In addition, lifestyle trends also play an important role, where cars are often considered a symbol of social status and prosperity.

The development of car sales in Indonesia is reflected in the market response to buying interest. When buying interest increases, car sales usually increase. Conversely, if purchasing interest decreases due to economic or policy factors, car sales may slow down. In addition, competition between car brands and models also influences sales development. Car sales from certain brands can increase due to superior product factors, effective marketing strategies, or popular trends.

The Indonesian automotive market is currently one of the potential targets in ASEAN. This is shown by Indonesia occupying the second position in the automotive manufacturing industry after Thailand. Indonesia is predicted to increasingly threaten Thailand's dominance in the coming years because its growth is increasingly showing a positive direction. Of course, this is not easy considering that Indonesia still depends on foreign investment. Manufacturing supporting industries also require development because many

automotive components are imported from abroad (Kemenperin, 2021).

In terms of automotive sales, especially cars, Indonesia occupies first position in the ASEAN region. Indonesia's large population (175 million people) and rapid economic growth have contributed to creating a strong consumer force.

Table 1
Car Sales in the ASEAN Region

Country	2020	2021	2022
Indonesia	532,027	887,202	1,048,040
Malaysia	452,663	508,911	720,658
Myanmar	7,381	9,350	7,068
Philippines	85,260	268,488	352,596
Singapore	48,011	58,953	42,550
Thailand	317,874	754,254	849,388
Vietnam	214,384	304,149	404,635
TOTAL	1,785,379	2,971,307	3,424,935

Source: ASEAN Automotive Federation 2023

From table 1, Indonesia ranks first and makes Indonesia the main destination for the car market, especially in the ASEAN region. This influences the development of the automotive industry and proves that economic growth in Indonesia is growing rapidly. The high number of car sales in Indonesia is also influenced by the policy regarding cheap and environmentally friendly cars or Low-Cost Green Cars (LCGC) as stated in PP No. 41 of 2013 concerning Taxable Goods Classified as Luxury in the Form of Motorized Vehicles which are Subject to Luxury Goods Sales Tax. The main aim of creating this type of car is to create an environmentally friendly car at an affordable price.

The automotive industry in Indonesia is also experiencing a significant transformation. Technological developments have changed the way car manufacturers innovate and produce vehicles. Starting from the development of electric cars to the integration of artificial intelligence in vehicles, the automotive industry in Indonesia continues to adapt to global developments to meet the

demands of increasingly savvy and technology conscious consumers (Hartono, 2024).

However, change is also met with challenges, including economic fluctuations, tax policies, and global uncertainties such as the energy crisis and the COVID-19 pandemic. Despite this, interest in buying cars in Indonesia remains strong, driven by stable economic growth, increasing people's purchasing power, and the need for more secure personal mobility.

Policies that support the development of environmentally friendly vehicle infrastructure, tax incentives for energy-efficient cars, and regulations that facilitate innovation in the automotive industry can help drive the sector's growth (Kemenperin, 2021).

Understanding these dynamics is important for stakeholders in the automotive sector to take appropriate steps in responding to consumer demands and facing future challenges.

Purchasing decisions are also influenced by the attractiveness of promotions. Promotions can attract consumer interest in buying products offered to consumers. The promotion provides an opportunity for producers to introduce and convey information about the goods or services being offered so that the goods and services being promoted can be known by the public (Kairupan and Raharusun, 2022).

The influence of interest in buying cars can also be influenced by government policies related to taxes and environmental regulations. Policies such as tax incentives for environmentally friendly cars or reductions in motor vehicle taxes can stimulate purchasing interest and encourage growth in sales of cleaner and more energy-efficient cars.

Apart from that, global trends such as the shift towards electric cars or autonomous vehicles can also influence purchasing interest and the development of car sales in Indonesia. Demand for electric cars or autonomous vehicles may increase purchasing interest in the segment, while automakers will need to adjust their marketing and production strategies to anticipate this trend.

Thus, the influence of interest in purchasing cars on the development of car sales in Indonesia is the result of a complex interaction between economic, social and policy factors. Understanding these dynamics is important for automotive industry players, government and society to take the right steps in responding to market changes and evolving trends (Wardhani and Wibowo, 2018).

In an era of increasingly tight business competition, understanding consumer behavior is the main key to a company's success in winning the market. One important aspect of understanding consumer behavior is understanding what factors influence their purchasing decisions. Two factors that have consistently been the focus of research in this regard are promotional attractiveness and product design (Kairupan and Raharusun, 2022).

First, promotional appeals are an important tool in marketing strategies to attract consumer attention. Effective promotions not only create awareness about a product or service, but also influence consumer perceptions of the value and advantages offered. Various types of promotions, from mass media advertising to direct sales promotions, have the potential to influence consumer purchasing decisions.

Second, product design has an equally important role in influencing consumer behavior. Design is not just about visual aesthetics, but also about function, readability and overall user experience. Well-designed products not only attract consumer attention, but also increase user satisfaction and brand loyalty.

Previous research has shown that promotional appeal and product design have a significant impact on consumer purchasing decisions. However, in the context of ever-changing markets and rapid technological developments, ongoing research is required to understand how these factors interact and evolve.

Within this framework, this research aims to investigate the influence of promo-

tional appeal and product design on consumer purchasing decisions. By deepening our understanding of how these factors influence and interact with each other, it is hoped that this research can provide valuable insights for marketing practitioners in designing more effective strategies and better satisfying consumer needs.

In recent years, there have been significant changes in consumer preferences regarding the types of cars they are interested in. Consumers increasingly prefer cars that are environmentally friendly, fuel-efficient and equipped with advanced technology. Demand for electric and hybrid cars is starting to increase, along with awareness of environmental issues and the need for energy efficiency (Komisi Pengawas Persaingan Usaha, 2021). In table 2, the number of LCGC sales in 2022 is presented:

Table 2
LCGC 5 Passenger Sales List for 2022

Car Brand	Number of Sales (thousand units)
Honda Brio Satya	46.804
Daihatsu Ayla	23.500
Toyota Agya	21.336

Source: *gridoto.com* 2023

The Honda All New Brio Satya displays a product design that is sportier and more compact so many enthusiasts of the Honda All New Brio Satya are attracted to the design offered, especially more popular among young people. At the beginning of its appearance at the end of 2012, the Honda All New Brio Satya succeeded in attracting the hearts of Indonesian consumers because it targets the market target below the Honda Jazz or those who want a small and compact car that is fun to drive in urban areas and at a more affordable price.

Based on the phenomena that occurred above, researchers want to carry out research with the title, The Influence of Product Quality, Promotional Attractiveness, and

Product Design on Purchasing Decisions for the Honda All New Brio Satya.

LITERATURE REVIEW

This section will discuss the theory used in this research. This section will discuss the theory used in this research. These include promotional appeal, product design, and purchasing decisions.

Promotional Attraction

According to Kotler and Keller (2016) in Basaruddin and Parhusip (2023), all forms of communication used to provide information to consumers about the goods or services produced are considered promotions. According to Simanjuntak and Ardani (2018), promotion is a form of marketing communication to encourage the formation of demand. Marketing communication is a marketing activity that seeks to attract the target market by conveying product information and influencing the market to be willing to accept and buy the products offered (Kairupan and Raharusun, 2022).

Promotional appeal plays a very important role in introducing, promoting, and selling a product. Attractive promotions can help increase public awareness of the existence of the product. Through advertising, promotional events, or special campaigns, products can be introduced to potential target markets. A strong promotional appeal will help the product to stand out among the various options on the market (Yuliana and Pravitasari, 2023).

Attractive promotions often trigger greater consumer engagement. Through the use of creative elements such as contests, giveaways, or unique experiences, consumers tend to be actively involved in the promotion of the product. This can create an emotional bond between the consumer and the brand, which in turn can influence future purchasing decisions (Regina and Anindita, 2022).

Effective promotions can provide a direct boost to product sales. Discounts,

special offers, or bundling a product with a gift can increase the number of purchases. A strong promotional appeal can also encourage consumers to purchase a product sooner or in larger quantities than they previously planned.

Creative and attractive promotions can help strengthen a brand's image in the eyes of consumers. Through the use of positive messages, engaging visual images, and satisfying experiences, promotions can help brands build a strong and positive reputation in the marketplace (Yuliana and Pravitasari, 2023).

Promotions are often used as a means to communicate product values to consumers. Whether it's product features and benefits, quality, or other competitive advantages, promotions can help convey relevant and compelling information to potential consumers.

The ultimate goal of promotions is to encourage consumer action, that is, to get them to make a purchase or take other steps desired by the company. By providing attractive incentives, promotions can stimulate consumers to take a desired action, such as making a purchase, signing up for a loyalty program, or visiting a physical or online store (Arief *et al.*, 2023).

There are promotion indicators according to Kotler and Keller (2016) in Basaruddin and Parhusip (2023) as follows, 1) promotional messages are the content and information that advertisers want to convey to the public about the advantages and characteristics of a product or service being marketed and 2) promotional media, means used to support promotional activities such as banners, brochures, social media and so on.

Product Design

According to Tjiptono (2010) in Hananto (2021) product design is closely related to a product that has a special style in adding value to the product itself. Azany and Mudiantono (2014) says that product design is a refinement or even simplification of a product. Refinement of the product design in

question can take the form of adding the uses and benefits of an item or service. Meanwhile, simplification aims to make it easier to use a product.

Product design is the foundation of brand identity. When consumers see or use a product, the design is the first thing they notice. An attractive design can increase the brand's appeal and image in the eyes of consumers. An attractive, innovative, and up-to-date design can be a powerful marketing tool, creating an appeal that sets a product apart from others.

The role of product design in a product is very important because design not only influences the visual aesthetics of the product but also influences the user experience, performance, safety, and usability of the product.

Product design is a creative process that involves concept development, research, planning, and producing physical or digital products that meet consumer needs and desires. Product design not only pays attention to visual aspects, but also considers function, ergonomics, reliability and overall user experience. Through good product design, a product can become more attractive, easier to use, and provide added value for users. A successful product design not only meets market needs, but also reflects the brand identity and company values, creates an emotional bond with consumers, and differentiates the product from its competitors. Thus, product design plays an important role in the success of a product in the competitive market.

Apart from that, product design also plays a role in ensuring product quality and functionality. A good design is not only visually beautiful but also takes into account relevant technical aspects. For example, ergonomic design can increase user comfort, while efficient design can ensure products are easier to produce and operate (Cheng, 2018).

Product design also contributes to a positive user experience. By considering the interaction between the user and the pro-

duct, design can improve ease of use, reduce confusion, and increase user satisfaction. Intuitive and user-friendly design can help build consumer loyalty and increase repeat purchases.

Not only that, Cheng (2018) added that product design also plays a role in ensuring user safety. A well-thought-out design can reduce the risk of injury or accidents caused by the use of incorrect or unsafe products. Design components such as durable raw materials and secure locking systems can provide additional protection for users.

Product design is also a tool for creating differentiation in a competitive market. By combining innovation and creativity in design, a product can stand out among its competitors and attract consumers' attention. Unique and eye-catching designs can be a significant competitive advantage for a brand (Cheng, 2018).

Overall, the role of product design is very important in product development. By paying attention to aspects of aesthetics, functionality, user experience, safety, and differentiation, product design can be the key to a product's success in the market. Therefore, investing in quality product design is a very important step for every company that wants to achieve success in its business.

There are several indicators of product design according to Ilmaya and Hidayati (2011) as follows: 1) model, which is a product appearance that can be attractive and accepted by buyers; 2) attractive style, to add value to the product by presenting a different style or design; 3) variation, its function is to solve problems with existing designs by designing new products; 4) up to date, namely an update to the product to follow the latest design and technology.

Purchase Decision

Purchasing decisions can be influenced by many factors, including personal preferences, previous experiences, promotions, product design, consumer reviews, and environmental factors. As a result of the inte-

raction between these factors, purchasing decisions can be rational or emotional, depending on the context and individual consumer preferences. In an era of increasingly complex and diverse markets, a deep understanding of the factors that influence purchasing decisions is very important for companies to design effective marketing strategies and win the hearts of consumers.

Purchasing decisions are a process of searching for information where consumers can find problems with a product so that they can evaluate these problems correctly, which then leads to purchasing decisions. Azany dan Mudiantono (2014) purchasing decisions are a process where consumers will decide to buy a good or service. Indicators related to purchasing decisions are as follows 1) decision on available products; 2) decision on the price given, and 3) decisions regarding the services provided.

Hypothesis Development: Promotional Attractiveness Influences Purchasing Decisions

Promotional attractions can create awareness about a product or service in the market. Through creative and attractive promotions, companies can attract the attention of potential consumers and build a positive brand image. For example, through attractive television advertisements, big discounts, or interesting online contests, a company can create a buzz around its product or service, which can generate buying interest among consumers (Yuliana and Pravitasari, 2023).

Furthermore, promotional attractions help communicate the values and benefits of products or services to consumers. Through promotions, companies can highlight the unique features, competitive advantages, or solutions their products or services offer. This helps consumers understand why they need the product or service and how it can meet their needs or wants.

Apart from that, promotional attractions can also create emotional or psychological encouragement for consumers to make pur-

chases. Deep discounts, limited offers, or gifts can create a sense of urgency or instant gratification for consumers, which can increase their buying interest. In addition, promotions packaged with a strong story or narrative can also attract consumers emotionally, build a bond with the brand, and increase their tendency to buy (Regina and Anindita, 2022).

However, Arief *et al.*, (2023) explain that the relationship between promotional attraction and purchase intention is not always linear or direct. Factors such as brand credibility, company reputation, and consumers' previous experiences can also influence how effective the promotion is in increasing purchasing interest. Additionally, consumers can be skeptical of promotions that are too excessive or irrelevant to their needs, which can reduce the impact of promotions on purchase intentions.

According to Kotler and Keller (2016) in Basaruddin and Parhusip (2023) promotional attractions are all forms of communication used to provide information to consumers regarding the goods or services produced. Promotion can help company sales because through promotion messages or information about products can be known by the wider community and help consumers make purchasing decisions.

H₁: Attractiveness has a positive effect on purchasing decisions

Product Design Influences Purchasing Decisions

According to Kotler and Armstrong (2012) in Hananto (2021), product design is a feature that influences the appearance, feel, and function of the product based on consumer needs. Consumers consider the product design of a good or service that they will use before purchasing that product.

Product design is not just about visual appearance, but also about user experience and suitability to their needs. A well-designed product is not only aesthetically appealing, but also easy to use, ergonomic, and meets consumer needs well.

When consumers see a product with an attractive design, they tend to be interested in exploring it further. Innovative, unique and attractive designs can trigger consumer buying interest before they even consider the features or benefits of the product.

In addition, product design also reflects brand values and company image. Consumers often buy products not only because of their features or quality, but also because they want to connect with a particular brand that reflects their identity or lifestyle. A product design that is consistent with brand values can increase consumer loyalty and trigger repeat purchase interest.

Product design that considers the needs and preferences of the target market can also increase purchasing interest. When a product is designed with a market segment in mind and offers a solution that fits their needs, consumers are more likely to find the product relevant and worth purchasing.

Apart from that, product designs that take into account environmental and sustainability aspects can also influence purchasing interest. Consumers are increasingly concerned about the environmental impact of the products they buy, so products with environmentally friendly designs or using recycled materials may become more popular.

Overall, product design has a significant role in influencing consumer purchasing interest. By paying attention to aesthetics, functionality, brand value, market relevance and sustainability, a product design can be one of the key factors that triggers purchasing interest and product success in the market.

H₂: Product design has a positive influence on purchasing decisions.

The research model can be seen in figure 1.

RESEARCH DESIGN

This section will discuss the approach used to design, implement, and analyze data.

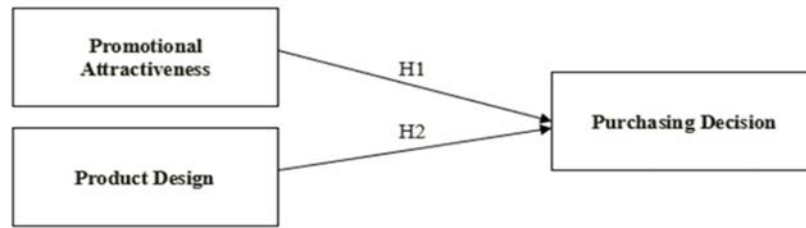


Figure 1
Research Model

Source: data is processed 2023

Respondent Characteristics

This research was conducted in the Special Region of Yogyakarta Province. This research uses a purposive sampling method which is also called a sampling technique by carrying out certain estimates. The criteria used by the author are Honda car user and domiciled in the Special Region of Yogyakarta.

Data Analysis Method

The validity test uses a correlation with a value of less than 0.05. An indicator can be said to be valid if it has a value <0.05. Meanwhile, the reliability test has an Alpha value > 0.60. In this study, the author used the Kolmogorov-Smirnov method, namely determining whether residuals are normally or abnormally distributed with a sig value of alpha 5% or 0.05. In the Monte Carlo test, analysis of normally distributed data can be determined from the significance value. If Monte Carlo is above 0.05, it can be concluded that the data is normally distributed.

Hypothesis Testing

To determine the magnitude of the influence of the independent variable on the dependent variable, multiple linear regression analysis is used. Then to test the hypothesis, we will refer to the t value. Hypothesis testing uses an alpha of 0.05, if the significance is <= 0.5 then the influence of the two variables is proven to be significant (Algifari, 2018).

RESULT AND DISCUSSION

This section will discuss the characteristics of respondents, validity and reliability tests, hypothesis testing, model fit testing, and analysis of coefficients of determination processed from respondent questionnaire data.

Respondent Characteristics

The sample taken in this research was 130 respondents. From the data in table 3, the questionnaire was filled out by 68 male respondents, or 52.3%, and 62 female respondents, or 47.7%. From these data, it can be concluded that the respondents in this study were quite balanced because the difference between male and female respondents was not much different.

Table 3
Number of Age's Respondent Characteristics

Gender	Amount	Percentage %
Men	68	52,3%
Women	62	47,7%
Total	130	100%

Source: data is processed 2023

Table 4 shows the respondents' income per month. This data is important enough to be able to analyze consumers' ability to purchase a car.

Validity testing is carried out to find out and find out whether a variable is valid or not. A statement item can be said to be valid if R count > R table. The number of sample respondents taken by researchers was 130,

and the size of the R table was 0.1449 (df = n - 2 = 130 - 2 = 128) with a significance value of 5% or 0.05 for a 2-way test. An item is said to be valid if the calculated R is greater than 0.1449.

Validity and Reliability Test

From table 5 it can be concluded that all items contained in the variable's product quality, promotional attractiveness, product design, and purchasing decisions are declared valid because $r_{count} > r_{table}$.

Table 4
Income Amounts Respondent Characteristics

Total Income	Amount	Percentage %
< Rp 1.000.000	12	9,2 %
Rp 1.000.000 – Rp 2.500.000	18	13,8%
Rp 2.500.000 – Rp 5.000.000	70	53,8 %
< Rp 5.000.000	30	23,1

source: data is processed 2023

From the test results in table 6, it can be concluded that each variable is said to be reliable because it has a Cronbach's alpha > 0.6 , both product quality, promotional attractiveness, product design, and purchasing decisions.

Table 5
Validity Test Result

Variabel	Kode Item	R Hitung	R Tabel N=128	Sig (2-tailed)	Keterangan
Promotional Attraction (X1)	DTP1	0,899	0,1449	0,000	Valid
	DTP2	0,876	0,1449	0,000	Valid
Product Design (X2)	DP1	0,869	0,1449	0,000	Valid
	DP2	0,912	0,1449	0,000	Valid
	DP3	0,856	0,1449	0,000	Valid
	DP4	0,885	0,1449	0,000	Valid
Purchase Decision (Y1)	KB1	0,881	0,1449	0,000	Valid
	KB2	0,887	0,1449	0,000	Valid
	KB3	0,854	0,1449	0,000	Valid

Source: Data is processed, 2023

Table 6
Reliability Test Validation

Variable	Cronbach's Alpha	Information
Promotional Attraction	0,730	Reliable
Product Design	0,902	Reliable
Purchase Decision	0,844	Reliable

source: data is processed, 2023

Table 7
t-Test Results

Model	t	Sig
1 (Constant)	4,326	,000
SUM_PA	6,007	,000
SUM_PD	4,505	,000

a. Dependent Variable: SUM_KB

source: data is processed, 2023

Model Fit Testing

The results of this test aim to determine whether the independent variable has a simultaneous effect on the dependent variable. A variable is said to be simultaneous if $F_{count} > F_{table}$.

Table 8
Model Fit Testing

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	189,638	2	94,819	53,314	000b
	Residual	225,869	127	1,778		
	Total	415,508	129			

a. Dependent Variable: SUM_KB

b. Predictors: (Constant), SUM_DP, SUM_DTP

Source: Data is processed, 2023

Table 9
R Square Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,676a	,456	,448	1,334

a. Predictors: (Constant), SUM_DP, SUM_DTP

b. Dependent Variable: SUM_KB

source: data is processed, 2023

In table 7, the sig value is <0.05 and in table 8, the calculated F obtained is 53.314. The number of F tables $F(k; n-k) = F(2; 130-2)$, so the F table obtained is 2.344. It can be concluded that the variables of product quality, promotional attractiveness, and product design have a simultaneous influence on the purchasing decision variable because the calculated F value > F table is $53.314 > 2.344$.

Coefficients of Determination

The termination coefficient is used to analyze the magnitude of the contribution of the independent variable to the dependent variable. The following is a regression analysis of the influence of promotional attractiveness on purchasing decisions.

Based on table 9, the results of the determination test with R square show that the influence of promotional attractiveness variables and product design simultaneously is 0.448 or 44.8%. Meanwhile, 55.2% can be accounted for by other variables that were not used as independent variables in this research.

Discussion

From the test results obtained, hypothesis 1 was accepted. The attractiveness of

promotions has a positive influence on purchasing decisions for the Honda All New Brio Satya. These results are per the test results from Basaruddin and Parhusip (2023) which prove that promotional attractiveness has a significant influence on purchasing decisions. Patty and Kairupan (2022) also explain that promotions can have a positive impact on customers' repurchase interest because promotions can increase customer awareness of products or services.

When customers know there is an offer or discount, they tend to pay more attention to the product or service. The attractiveness of attractive promotions will increase the influence of consumer purchasing decisions because with these promotions consumers can easily get information and prices offered by the company.

Through attractive and effective promotions, consumers can be persuaded to consider purchasing a car, feel compelled to act more quickly and strengthen their relationship with a particular car brand. Therefore, a good promotional strategy is very important in influencing consumer purchasing behavior and achieving success in the automotive industry.

Promotional appeal, or the attractiveness of promotions, has a significant impact

on purchasing interest in various industrial sectors, including the automotive industry. In the context of car sales in Indonesia, creative and effective promotional efforts can have a large positive impact on consumer buying interest.

An attractive design is not just about aesthetic visual appearance, but also about functionality, ergonomics, and overall user experience. When a product is well-designed, consumers feel interested in owning it because they see the added value offered by the design.

In addition, designs that take into account consumer needs and preferences can also increase purchasing interest. When a product is designed with the target market segment in mind, consumers feel that the product was created specifically to meet their needs, thereby increasing trust and loyalty to the brand.

Thus, it can be concluded that product design has a very positive impact on consumer buying interest. When a product is well designed, consumers tend to be more interested and motivated to buy it, creating an opportunity for the brand to win market competition and strengthen its position in the hearts of consumers.

From the results of testing the second hypothesis, it was found that product design had a positive influence on purchasing decisions for the Honda All New Brio Satya. These results are by the test results Saraswati *et al.*, (2015) which prove that product design influences purchasing decisions. Apart from that, Kirana and Lukitaningsih (2019) also stated that the relationship between product design and repurchase intention can be very significant in the context of marketing and customer satisfaction. Product design has a direct impact on customer perceptions of a product's quality, functionality, and attractiveness. Companies also need to re-evaluate their marketing strategy; this is based on the results of the simultaneous F test which shows that promotional attractiveness variables and product design together can influence purchasing decisions

CONCLUSION AND SUGGESTIONS

An in-depth research has been conducted to explore the influence of promotional appeal and product design on car purchasing interest. Through rigorous methodology and rigorous analysis, this research has provided valuable insights into how these factors interact and influence consumer car purchasing behavior.

From the research results, it was found that promotional attractiveness has a significant role in influencing interest in buying a car. Effective promotions can increase consumer awareness of certain car brands and models, as well as trigger higher purchasing interest. Attractive promotional strategies, such as price discounts, special offers, or profitable financing programs, can stimulate consumers' buying interest and direct them to make purchases.

Apart from that, product design also has a strong impact on car buying interest. Attractive, innovative, and ergonomic designs can influence consumer perceptions of the quality and value of a car. Consumers tend to be attracted to cars with aesthetic and functional designs, which provide a satisfying user experience and make them feel confident in purchasing the product.

Furthermore, this research shows that the combination of promotional appeal and product design can create a strong synergy in increasing interest in buying a car. When attractive promotions are supported by impressive product designs, consumers tend to become more interested and motivated to buy a car. Thus, automotive companies can create effective marketing strategies by combining strong promotional elements with attractive product designs to increase consumer buying interest.

This research, states that the attractiveness of promotions and product design has a positive influence on purchasing decisions for the Honda All-New Brio Satya. However, the relationship between product design and repurchase interest can be influenced by several factors. Product design has an important role in creating appeal to

consumers and can influence their decision to repurchase. As stated by Rohman (2023) in his research also states that it is important to note that customer preferences and priorities can vary, and the combination of these factors can contribute to unique purchasing intentions for each individual. So it is important to remember that the success of a product does not only depend on its design but also involves other aspects such as quality, price, marketing, and customer support. A good combination of these factors can create a positive consumer experience and increase repurchase interest.

Our findings confirm that attractive promotions have a significant impact on consumers' purchasing decisions. Promotions that are creative, relevant, and in line with the brand can increase consumer interest in buying the product. Therefore, companies must allocate sufficient resources to design effective promotions as part of their marketing strategy.

Product design also turns out to have a strong influence on consumer purchasing decisions. The aesthetics, quality and readability of product designs can add significant value to products and influence consumer purchasing preferences. Thus, companies must pay close attention to their product design and ensure that their products are not only functional but also visually appealing.

Our research shows that there is a complex relationship between promotional appeal and product design in influencing purchasing decisions. Promotions that support a strong product design can create strong synergies and increase the overall appeal of the product to consumers. Therefore, companies must consider the consistency between their promotions and product design to influence consumer purchasing behavior.

In addition, there are significant practical implications for marketing practitioners. They can use the insights we provide to design more effective promotional strategies and improve their product designs to

meet consumer preferences. Additionally, understanding the relationship between promotions and product design can also help companies optimize their marketing spend by allocating their resources more efficiently.

So, companies also need to implement effective promotional strategies that can attract attention, communicate value, and arouse consumer emotions in a relevant and authentic way, thereby stimulating purchasing interest and encouraging purchasing action.

In conclusion, our research confirms that both attractive promotions and strong product design play an important role in shaping consumer purchasing decisions. To achieve a competitive advantage and win the hearts of consumers, companies must take these two factors seriously in their product development and marketing strategies.

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