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THE EFFECT OF PRODUCT DIFFERENTIATION, CUSTOMER EXPERIENCE AND PRODUCT QUALITY ON THE PURCHASE DECISION OF COMPASS SHOES IN JAKARTA

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Abstract:
The purpose of this study was to determine and analyze the effect of Product Differentiation, Customer Experience and Product Quality on purchasing decisions for Compass shoes in Jakarta and also to identify and analyze the most dominant factors influencing purchasing decisions. This research was conducted on respondents in the Jakarta area. The population in this study were members of the Teman Compass Official (TCO) who were still active and users of Compass shoes. The sample of this study was 98 respondents obtained by purposive sampling method. The analytical method used is descriptive analysis method and multiple linear regression analysis method. The type of data used is primary data and secondary data obtained through the study of documentation and a list of questionnaire questions whose measurements are using a Likert scale. The data was statistically processed using the IBM SPSS statistics 23 program by testing the F-test model, t-test, and the determinant coefficient ($R2$). The results of this study indicate that simultaneously product differentiation, customer experience and product quality have a positive and significant impact on purchasing decisions for Compass shoes in Jakarta. Partially, each variable product differentiation, customer experience and product quality has a positive and significant effect on purchasing decisions. Then product differentiation is the most dominant variable influencing the decision to purchase Compass shoes in Jakarta. Furthermore, the value of R Square is 0.395, which means that the variability of the dependent variable which can be explained by the independent variables, namely product differentiation, customer experience and product quality, is 39.5%, while the remaining 60.5% can be explained by variables not examined in this study.

Keywords: Product differentiation, customer experience, product quality, purchasing decision.

INTRODUCTION

Looking at the last few years, the fashion industry, especially in Indonesia, has progressed and developed very rapidly compared to previous years. Fashion itself has the meaning of activities carried out by someone from what they wear which leads to a fashion (Parkins, 2014). In its development, the fashion industry has always been on the path of modernization and has always followed various trends from all over the world. At this time, fashion is not just a medium for covering the body, but has reached the stage that fashion can show a means of communication, lifestyle and social class. The need for fashion in today's society is so high, this proves that fashion

is a business that has large market demand. Demand for this business is also quite diverse, ranging from accessories, clothing, shoes, and so on. Of the various demands in this industry, it is the shoe industry that has received great enthusiasm in recent years in Indonesia. All of this can be seen from the emergence of many local brands which are starting to dominate the market in Indonesia, such as Compass, Ventela, Brodo, Piero, Specs, Ortuseight shoes and others. Most of them are starting to present high quality shoes and relatively cheap price variants for the Indonesian market.

Business development in the shoe industry in Indonesia has various types and classes that compete with each other. In this industry, many local brands are starting to follow trends and are very sensitive to the quality of shoe developments in terms of design, materials and packaging. Then the development of the shoe industry could be proven in 2018. In that year, total production in the footwear industry sector reached 1.41 billion pairs of shoes, bringing Indonesia to the fourth position as a footwear producer in the world after China, India and Vietnam. Likewise, the export achievements of the national footwear industry group in 2018 increased by 4.13 percent or up to US$ 5.11 billion from previous years. Likewise, employment in the shoe industry sector has also increased, from 795,000 people in 2017 to 819,000 people in 2018 (Ministry of Industry, 2019b)

Then, according to the Director General of Small, Medium and Miscellaneous Industries (IKMA) of the Ministry of Industry, Gati Wibawaningsih, said that currently the number of footwear industries in Indonesia is recorded at 18,687 business units, including 18,091 small scale business units, then 441 medium scale business units and 155 large-scale business units (Ministry of Industry, 2019a). From this explanation, it can be concluded that the shoe industry in Indonesia is an industry that should be proud of because it has developed very rapidly and is an industry that contributes to helping the Indonesian economy.

Figure 1. Compass Collaboration Shoes
Source: Instagram.com/sepatucompass

One thing that has contributed to the Indonesian shoe industry is Compass shoes. This brand is no longer a new player in the world of shoes. This brand from Bandung was founded in 1998 by a child of the nation, namely Kahar Gunawan. Until now, Compass has succeeded in becoming a local shoe brand that has successfully competed with products made abroad and has even become the target of many people.

The attractiveness of a brand lies in the superiority of its products which are different from other brands. Compass always prioritizes design and storytelling, so that users can feel proud and get a 'customer experience' when wearing it. Compass has succeeded in becoming one of the country's proud brands, and has also contributed to the development of the shoe industry (Oeren Lee, 2021).

Research conducted in the shoe industry, namely regarding the purchasing decision process, will have an impact on how to formulate a good marketing strategy for companies in the shoe industry. Therefore, it is very important to know and explore the factors that trigger purchasing decisions. Looking at the sales table for Compass shoes above, it shows that Compass shoes, which have good enthusiasm for consumers, are in fact still unable to satisfy consumers' needs & desires. This can be seen based on the decline in sales of Compass shoes, which can indicate that there are certain phenomena that influence purchasing decisions.

In essence, consumer purchasing decisions are determined by many factors, some of which are Product Differentiation, Customer Experience, and Product Quality. All of these factors can influence consumer decisions, for example when product choices become more diverse and different from other competing products (Product Differentiation), consumer buying interest also increases, as can be seen in (Figure 1.1) showing the emergence of product diversity and collaboration series, causing the occurrence of positive purchasing decision. Kotler & Keller (2009) state that product differentiation is the act of designing a series of meaningful differences to distinguish a company's offer from competitors' offers. Kotler & Keller (2009) also explains that product differentiation can be divided into form, features, performance quality, conformity quality, durability, reliability, and easy repair. So it can be concluded that product differentiation is one of the strategies used by companies in selling their products, which is done by going through a process of differentiating products from competitors to win the competition in meeting customer needs.

In line with the explanation above. Research conducted by Pandensolang & Tawas (2015) entitled "The Influence of Differentiation, Product Quality and Brand Equity on Coca-Cola Purchase Decisions at PT. Bangun Wenang Beverges Company in Manado" explains that product differentiation is one of the factors that influences purchasing decisions. This means that the increase or decrease that occurs in product differentiation will significantly influence the increase or decrease in purchasing decisions for Coca-Cola products.

Customer experience refers to a customer's overall impression of all the experiences they have with a brand over time (Perkins, 2015). A consumer who buys a company's product and experiences a good or positive experience will increase the likelihood that the consumer will buy the product.

This is supported in several previous studies such as research conducted by Sandi (2017) entitled "The Influence of E-Wom and customer experience on decisions to purchase clothing products on the online buying and selling site Tokopedia" shows that Customer Experience has a positive and significant effect on product purchasing decisions. clothes on the online buying and selling site Tokopedia.

Kotler & Armstrong (2008: 266) define product quality as everything that can be offered to the market to attract attention, acquisition, use or consumption that can satisfy a want or need. So it can be concluded that product quality is one of the producers' strategies in meeting consumer needs, where product quality describes the superiority of the product in carrying out the ability to create purchasing decisions.

Along with this explanation, Soewito (2013) in his research entitled "Product Quality, Brand and Design Influence on the Decision to Purchase a Yamaha Mio Motorcycle" stated that product quality variables significantly influence the decision to purchase a Yamaha Mio motorbike among consumers in the Singkil District area. . Good product quality and an innovative design will increase customer interest in buying a product.

Based on the sales phenomena of Compass shoes above and the various background explanations that have been presented, the objectives of this research are as follows: (1) to determine and analyze the influence of Product Differentiation on Purchase Decisions for Compass Shoes in Jakarta, (2) to find out and to analyze the influence of Customer Experience on the Decision to Purchase Compass Shoes in Jakarta, and (3) to determine and analyze the influence of Product Quality on the Decision to Purchase Compass Shoes in Jakarta.

RESEARCH METHODS

The data was obtained from 98 respondents through a questionnaire distributed in the Teman Compass Official (TCO) Regional Jakarta Community. Secondary data, on the other hand, is data that has been collected and compiled from various published studies and sources. The data can be obtained from books, journals, or theses. The research method used in this study is quantitative research using cross-sectional data.

The population used in this study is all members of the Teman Compass Official (TCO) Community in Jakarta, with a total of 4,640 members as of November 2021. The sampling technique used is purposive sampling, with the criteria that the respondents live in Jakarta, are members of TCO, and have bought and used Compass shoes. The research data sources in a study can be primary or secondary. Primary data is collected directly from the source and is processed by the researcher. In this study, primary data was collected through a survey using a Likert or ordinal scale questionnaire.

The data collection method used in this study is a questionnaire (survey) distributed to the respondents. The data analysis method used is multiple linear regression analysis, and the hypothesis testing is done using the t-test and F-test. The classical assumption test includes normality test, autocorrelation test, heteroscedasticity test, and multicollinearity test.

RESULTS AND DISCUSSION

Instrument Analysis Results

Validity Test Results

According to Situmorang and Lufti (2012:79) Validity shows the extent to which a measuring instrument measures what it wants to measure. If a researcher wants to measure a questionnaire in collecting research data, then the questionnaire he prepares must measure what he wants to measure. After the questionnaire has been compiled and its validity has been tested, in practice it is not certain that the data collected is valid data. Many other things will reduce the validity of the data; for example, whether the interviewer who collected the data really followed the instructions set out in the questionnaire.

Validity testing is carried out with the aim of finding out whether or not a questionnaire that has been distributed to respondents is valid. The validity test in this study used the Pearson Correlation method by correlating each statement/question item score on a variable. In determining whether an item is valid or not, there are two ways, namely:

- If r count > r table, then the questionnaire is valid, then if r count < r table, then it can be said that the questionnaire is invalid.

- If the significance value is <0.05 then the questionnaire is valid, then if the significance value is >0.05 then the questionnaire is said to be invalid.

The following are the results of the validity test carried out on Teman Compass Official respondents, which can be seen in Table 1 below:

Table 1. Validity Test Results

No	Indicator	r-count	r-table	Information
1	***Product Differentiation***			
	Indicator 1	0.871	0.1986	Valid
	Indicator 2	0.855	0.1986	Valid
	Indicator 3	0.788	0.1986	Valid
	Indicator 4	0.797	0.1986	Valid
	Indicator 5	0.880	0.1986	Valid
	Indicator 6	0.840	0.1986	Valid
2	***Customer Experience***			
	Indicator 1	0.640	0.1986	Valid
	Indicator 2	0.764	0.1986	Valid
	Indicator 3	0.737	0.1986	Valid
	Indicator 4	0.763	0.1986	Valid
	Indicator 5	0.707	0.1986	Valid
3	***Product Quality***			
	Indicator 1	0.776	0.1986	Valid
	Indicator 2	0.881	0.1986	Valid
	Indicator 3	0.796	0.1986	Valid
	Indicator 4	0.886	0.1986	Valid
	Indicator 5	0.817	0.1986	Valid
4	**Buying decision**			
	Indicator 1	0.705	0.1986	Valid
	Indicator 2	0.800	0.1986	Valid
	Indicator 3	0.79	0.1986	Valid
	Indicator 4	0.815	0.1986	Valid

Source: Data processed by SPSS, 2022

Before determining whether a variable is valid or not, you must first look for the r-table value. Then the r-table value for a two-sided test at a significance level of 5% (0.05) can be found based on the number of respondents or n. Because n = 98 respondents, the degrees of freedom (df) are n – 2 = 98 – 2 = 96. So the r-table value at df = 96 at a significance level of 0.05 is 0.1986.

So from table 4.8 it can be seen that all the indicators used in this research, in measuring the variables used, have a correlation coefficient that is greater than the r table = 0.1986, so that all the indicators in this research are valid.

Reliability Test Results

Reliability is to measure a questionnaire which is an indicator of a construct variable. If a questionnaire is said to be reliable or reliable if a person's answers to the questions are consistent or stable over time (Ghozali, 2018). The level of reliability of a variable or research construct can be seen from the results of the Cronbach Alpha (α) statistical test. A variable can be said to be reliable if the Cronbach Alpha value is > 0.6 (Bawono, 2006:68). The results of reliability testing can be seen in table 2 below:

Table 2. Reliability Test Results

No	Variable	Cronbach's Alpha	Information
1	Product Differentiation	0.806	Reliable
2	Customer Experience	0.784	Reliable
3	Product Quality	0.813	Reliable
4	Buying decision	0.809	Reliable

Source: Data processed by SPSS, 2022

From table 2, it can be seen that all variables have a Cronbach's alpha value above 0.60, so it can be said that all measuring concepts in each variable in this questionnaire are reliable.

Classic Assumption Test Results

Normality Test Results

According to (Ghozali, 2018) the Normality Test aims to test whether in the regression model, confounding or residual variables have a normal distribution or not. The data is tested for normal distribution if the resulting Asymp Sig (2-tailed) value is greater than the alpha value, namely 0.05 or (5%). Then, as is known in this research, the normality test used P-Plot and One sample Kolmogorov Smirnov test. The results of the data normality test can be seen in Figure 1.

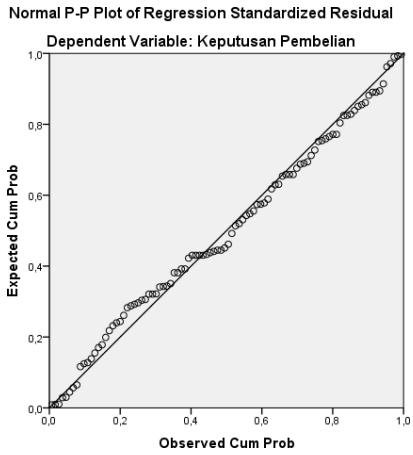

Figure 1. P-Plot Normality Test Results

The results of the P-Plot graph above show that the data spreads around the diagonal line and follows the direction of the histograph line towards a normal distribution pattern, so the dependent variable for purchasing decisions (Y) meets the normality test.

Table 3. K-Smirnov Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		98
Normal Parameters[a, b]	Mean	,0000000
	Std. Deviation	1.62929167
Most Extreme Differences	Absolute	,065
	Positive	,050
	Negative	-,065
Statistical Tests		,065
Asymp. Sig. (2-tailed)		,200[CD]

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

Source: Data processed by SPSS, 2022

From table 3 above, based on the results of the normality test, namely data on a sample of 98 respondents, it shows that for testing the variables Product Differentiation, Customer Experience and Product Quality on Purchasing Decisions the distribution is normal. This is proven by the significance value which has exceeded the error rate limit, namely 0.200 > 0.05. Thus, testing on this research variable is normally distributed and can be continued in further testing.

Autoceleration Test Results

In this study, to determine whether there is autocorrelation or not, the Durbin-Watson statistical test was carried out. The results of this test can be seen in Table 4 below:

Table 4. Autocorrelation Test Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,629[a]	,395	,376	1,655	1,839

a. Predictors: (Constant), Product Quality, Customer Experience, Product Differentiation

b. Dependent Variable: Keputusan Pembelian

Source: Data processed by SPSS, 2022

In table 4 above, the results of the Durbin-Watson test show the DW value is 1.839, by looking at the DW table where K or the number of independent variables is 3 and the N value is 98, then the results are in accordance with the autocorrelation test criteria, namely: 1.734(du) < 1.839(dw) < 2.265(4-du). So it can be concluded from the results of the Durbin-Watson test, this research does not have an autocorrelation problem.

Heteroscedasticity Test Results

According to (Ghozali, 2018) the Heteroscedasticity Test aims to test whether in the regression model there will be inequality of variance from the residuals of one observation to another. A good regression model is one where heteroscedasticity does not occur. The following are the results of the heteroscedasticity test which can be seen in table 5 below:

Table 5. Heteroscedasticity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,455	1,220		2,011	,047
	Product Differentiation	-,040	,036	-,149	-1,137	,258
	Customer Experience	,038	,049	,080	,774	,441
	Product Quality	-,046	,048	-,130	-,972	,334

a. Dependent Variable: RES2

Source: Data processed by SPSS, 2022

In table 5 the results of heteroscedasticity testing with the Glajser test show that the significant value (sig.) for variables X1, sig > 0.05. So it can be concluded that there is no heteroscedasticity problem.

Multicollinearity Test Results

According to (Ghozali, 2018), the multicollinearity test aims to test whether the regression model finds a correlation between independent variables (independent) or not. A good regression model should have no correlation between independent variables. Then if the VIF value is more than 10 and the tolerance value is less than 0.10 then multicollinearity occurs, conversely there is no multicollinearity between variables if the VIF value is less than 10 and the tolerance value is more than 0.10. The results of the multicollinearity test can be seen in table 6 below:

Table 6. Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product Differentiation	,580	1,723
	Customer Experience	,926	1,079
	Product Quality	,552	1,812

a. Dependent Variable: Purchase Decision

Source: Data processed by SPSS, 2022

From table 6, it can be seen that the regression model does not experience multicollinearity interference. It can be seen that all the variables, namely Product Differentiation, Customer Experience, and Product Quality, have a Tolerance value greater than the specified default value of (0.580 ; 0.926 ; 0.552) > 0.10. Meanwhile, the VIF value also shows below the numbers (1.723; 1.079; 1.812) < 10. So it can be concluded that there is no multicollinearity problem between the independent variables in the regression model.

Multiple Linear Regression Analysis

Multiple linear regression analysis aims to determine the influence of the independent variables, namely Product Differentiation (X1), Customer Experience (X2), and Product Quality (X3) on the dependent variable, namely Purchase Decision (Y). The results of regression testing are as follows:

Table 7. Multiple Linear Regression Analysis Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,146	1,960		2,115	,037
	Product Differentiation	,185	,057	,341	3,241	,002
	Customer Experience	,174	,078	,185	2,224	,029
	Product Quality	,211	,077	,297	2,751	,007

a. Dependent Variable: Keputusan Pembelian

Source: Data processed by SPSS, 2022

Based on (Table 7) above, it can be seen that the standardized coefficients (beta) are used to measure the relative contribution between independent variables in explaining the dependent variable. So the functional relationship between the dependent variable and the independent variable is made into a multiple regression equation as follows:

KP = 0.341PD + 0.185CE + 0.297PQ

Which means it can be interpreted as follows:

1) From the results in Table 7 above, the Product Differentiation value obtained is that the standardized coefficient beta is 0.341, indicating a positive direction, which means that as the Product Differentiation increases, the decision to purchase Compass shoes in Jakarta will also increase.
2) From the results in Table 7 above, the Customer Experience obtained standardized coefficients beta value of 0.185 shows a positive direction, which means that the more Customer Experience provided, the decision to purchase Compass shoes in Jakarta will also increase.
3) From the results in Table 7 above, the Product Quality obtained standardized coefficients beta value of 0.297 shows a positive direction, which means that as the Product Quality increases, the decision to purchase Compass shoes in Jakarta will also increase.
4) Based on the standardized coefficients beta values in (Table 7) above, it shows that Product Differentiation relatively has a more dominant contribution than Customer Experience and Product Quality to Purchasing Decisions.

Model Feasibility Test Results

According to Ghozali (2011), the goodness of fit test (model feasibility test) is carried out to measure the accuracy of the sample regression function in estimating the actual value statistically.

F test

The F test basically shows whether the independent or independent variables included in the model have a joint influence on the dependent variable or not (Ghozali, 2018). If they together have an influence on the dependent variable, then in other words the regression model is fit or feasible. Then the F Test results from this research can be seen in (Table 8) below:

Table 8. Test Results (F Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	168,270	3	56,090	20,476	,000[b]
	Residual	257,495	94	2,739		
	Total	425,765	97			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Customer Experience, Product Differentiation

Source: Data processed by SPSS, 2022

Based on the results summarized in (Table 8) above, the F-count value is 20.476 with a significance of 0.000 < 0.05. These results show that all independent variables which include product differentiation, customer experience and product quality variables simultaneously and significantly influence the dependent variable, namely purchasing decisions. Based on the results of the F test, it can be concluded that the regression model is declared fit or appropriate as a research model.

Coefficient of Determination (R^2)

According to Gujarati (Bawono, 2006) Analysis of the Coefficient of Determination (R^2) used to find out how big the percentage of overall influence of the independent variables used is on the dependent variable (Y). The coefficient of determination value is between zero and one. Mark ($R2$) small means the ability of the dependent variables is very limited. Then if the coefficient of determination ($R2$) the closer the number is to one, it means that the regression model used is more precise in providing all the information needed to predict variations in the dependent variable (Y). The Determination Coefficient Test Results (R^2) can be seen in (Table 9) below:

Table 9. Test Results for the Coefficient of Determination (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,629[a]	,395	,376	1,655

a. Predictors: (Constant), Product Quality, Customer Experience, Product Differentiation

Source: Data processed by SPSS, 2022

Based on (Table 9) above, it can be concluded that the regression results obtained are the coefficient of determination ($R2$) by looking at the R-Square value of 0.395. So this shows that the independent variables in this research model, namely product differentiation, customer experience and product quality, can explain variations in the dependent variable, namely purchasing decisions, by 39.5%, while the remaining 60.5% is explained by other variables outside this research. .

t Test (Partial Test)

The t test is a test carried out to find out whether partially Product Differentiation, Customer Experience, and Product Quality have a significant effect on Purchasing Decisions or not. Then the t test results from this research can be seen in (Table 10) below as follows:

Table 10. Hypothesis Testing Results (t Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,146	1,960		2,115	,037
	Product Differentiation	,185	,057	,341	3,241	,002
	Customer Experience	,174	,078	,185	2,224	,029
	Product Quality	,211	,077	,297	2,751	,007

a. Dependent Variable: Keputusan Pembelian

Then the results of the t test can be interpreted as follows:

1) Testing the First Hypothesis (H1)
   The test results for the Product Differentiation variable produced a t-count value greater than the t-table value, namely 3.241 > 1.986 and a significance level value of 0.002 was obtained. Because the significance level is less than 0.05, H0 is rejected and H1 is accepted. So it can be concluded that Product Differentiation has a positive and significant effect on Purchasing Decisions.
2) Testing the Second Hypothesis (H2)
   The test results on the Customer Experience variable produced a calculated t-value greater than the t-table value, namely 2.224 > 1.986 and obtained a significance level value of 0.029. Because the significance level is less than 0.05, H0 is rejected and H2 is accepted. So it can be concluded that Customer Experience has a positive and significant influence on Purchasing Decisions.
3) Testing the Third Hypothesis (H3)
   The test results for the Product Quality variable produced a t-count value greater than the t-table value, namely 2.751 > 1.986 and a significance level value of 0.007 was obtained. Because the significance level is less than 0.05, H0 is rejected and H3 is accepted. So it can be concluded that Product Quality has a positive and significant effect on Purchasing Decisions.

Discussion

The Influence of Product Differentiation on Purchasing Decisions

When a product is made by a company, it is possible for the product to be imitated by its competitors, but different strategies in terms of offering and selling the product will enable a product to survive even if it is imitated by its competitors. So one strategy to win the competition is through product differentiation. Product differentiation has advantages because it can create products that are not only considered different, but also have competitive advantages compared to other products.

The test results show that Product Differentiation influences the decision to purchase Compass shoe products in Jakarta. This is proven based on the results of the t test in (Table 10), which shows that the Product Differentiation value in the calculated t test is 3.241 and the significance value is 0.002 < 0.05 (α = 5%) so that H0 is rejected and H1 is accepted. So it can be concluded that there is an influence between the Product Differentiation variable (X1) on purchasing decisions (Y) for Compass shoe products in Jakarta. Furthermore, this is also proven by the results of the standardized coefficients beta value of 0.341 which shows a positive direction.

This means that as product differentiation increases, the decision to purchase Compass shoes in Jakarta will also increase.

This means that the better the product differentiation carried out on Compass shoe products, the more consumers will be interested in the product, so that the product provided will not disappoint. Thus it can be said that the higher the product differentiation, the higher the purchasing decision for that product.

These results are supported by previous research conducted by Pandensolang and Tawas (2015) which shows that Product Differentiation has a positive and significant effect on purchasing decisions for Coca-Cola products at PT. Build Wenang Beverages Company in Manado.

The Influence of Customer Experience on Purchasing Decisions

A company will be able to compete with other companies by always providing experiences for consumers (customer experience). Because by always providing this experience, consumers will be able to differentiate one product from other competing products. That way they can feel and gain experiences through sense experience, feel experience, act experience, think experience, and relate experience. So the implications can influence consumers to make purchasing decisions regarding the products offered.

The test results show that Customer Experience influences the decision to purchase Compass shoe products in Jakarta. This is proven based on the results of the t test in (Table 10) which shows that the Customer Experience value in the calculated t test is 2.224 and the significance value is 0.029 < 0.05 (α = 5%) so that H0 is rejected and H2 is accepted. So it can be concluded that there is an influence between the Customer Experience variable (X2) on purchasing decisions (Y) for Compass shoe products in Jakarta. Furthermore, this is also proven by the results of the standardized coefficients beta value of 0.185 which shows a positive direction. This means that the more customer experience provided, the decision to purchase Compass shoes in Jakarta will also increase.

This indicates that the customer experience relationship is basically very closely related to consumer purchasing decisions. A consumer who experiences a positive experience when purchasing a Compass product will create the possibility for the consumer to purchase the product.

These results are supported by previous research conducted by Sandi (2017) which shows that Customer Experience has a positive and significant effect on Purchase Decisions for clothing products on Tokopedia.

The Influence of Product Quality on Purchasing Decisions

Product quality is the main element that a company needs to pay attention to. Because product quality is the main determining factor that influences consumer purchasing decisions. With product quality, a business can experience good growth. So companies that are able to offer quality products will be able to attract customers to make purchasing decisions.

The test results show that Product Quality influences the decision to purchase Compass shoe products in Jakarta. This is proven based on the results of the t test in (Table 10), which shows that the significance value for Product Quality in the calculated t test is 2.751 and the significance value is 0.007 < 0.05 (α = 5%) so that H0 is rejected and H3 is accepted. So it can be concluded that there is an influence between the Product Quality variable (X3) on purchasing decisions (Y) for Compass shoe products in Jakarta. Furthermore, this is also proven by the results of the standardized coefficients beta value of 0.297 which shows a positive direction. This means that as product quality increases, the decision to purchase Compass shoes in Jakarta will also increase.

This means that the relationship between product quality and purchasing decisions is closely related to each other, because product quality plays an important role in making purchasing decisions. So this means that the higher the quality of the product offered by Compass shoes, the higher a person's decision to buy that product will be.

These results are supported by previous research conducted by Soewito (2013) which shows that Product Quality has a positive and significant effect on Purchase Decisions for Yamaha Mio motorbike products.

CONCLUSION

Based on the results and discussion, several conclusions were drawn, namely as follows; (1) The results of this research show that 39.5% of the variation in the dependent variable Purchase Decision can be explained by the independent variables, namely Product Differentiation, Customer Experience, and Product Quality. While the rest can be explained by other factors outside the research model, (2) the Product Differentiation variable has a positive and significant influence on the decision to purchase Compass Shoes in Jakarta. This means that the higher the differentiation made by Compass shoes, the higher the level of decision to purchase Compass shoes in Jakarta. (3) The Customer Experience variable has a positive and significant influence on the decision to purchase Compass shoes in Jakarta. This means that the better the Customer Experience provided by Compass shoes, the higher the level of Decision to Purchase Compass Shoes in Jakarta, (4) the Product Quality variable has a positive and significant influence on the Decision to Purchase Compass Shoes in Jakarta. This means that the higher the quality of the product made by Compass shoes, the higher the level of decision to purchase Compass shoes in Jakarta, and (5) the research results prove that the Product Differentiation variable has a dominant influence on the decision to purchase Compass shoes in Jakarta. This is because Compass shoe product differentiation has advantages that can create products that are not only considered unique, but also have competitive advantages compared to other products.

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