

# The effect of value proposition on purchase intention of clothing products at PT Vendor Indonesia

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## ABSTRACT

A company will compete to provide the best service to its consumers, starting from the value offered to the quality of the products that consumers will use. Each company has its own characteristics in offering its value proposition to consumers, one of which is carried out by PT Vendor Indonesia. Before offering its products to consumers, PT Vendor Indonesia has analyzed the market first, regarding the consumer experience in using convection, they said that when using convection services for clothing needs such as making t-shirts, jackets, airy shirts, and others, several times encountered problems in terms of poor product quality, order incongruities, irresponsible convection, improper project creation time, and other issues of previous convection they've used. This study aims to determine the effect of value proposition on consumer purchasing intention on the convection of PT Vendor Indonesia. Purchase intention is an action in the form of a desire or desire and is carried out before making the purchase process. The value proposition is to create each different consumer segment by connecting the essential elements that each segment needs. The samples used in this study were students who knew the convection of PT Vendor Indonesia or who had made purchases on the convection of PT Vendor Indonesia, with a total of 160 respondents. This sample uses a purposive sampling technique with the SPSS 26 multiple linear regression method. The results showed that the value proposition variables consisting of functional value, economic value, emotional value, and symbolic value have a significant influence on consumer purchase intentions, meaning that the value of consumer value offered affects the high and low product purchase intention at PT Vendor Indonesia.

## KEYWORDS

Value Proposition; Purchase Intention; PT Vendor Indonesia

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## Introduction

Sales are one of the essential parts used in the company's marketing program to achieve company goals. In general, this marketing aims to achieve profits through consumer satisfaction with their needs and desires (Kotler & Keller, 2016). By achieving customer satisfaction, it will be easier for a company to achieve its goals. A company also tries to gain profits through high sales volume by providing full service and product value to satisfy consumers and generate significant profits. Many factors affect an increase in the level of sales volume of a company, one of which comes from the role of marketing in the company. Every company will compete to provide the best service to its customers, starting from the value offered to the quality of the product that consumers will use. Kotler and Keller (2016) state that the value proposition consists of the entire group of benefits the company promises to deliver; the value proposition exceeds the core position of the offering. Each company has its characteristics in offering its value proposition to consumers.

Purchase intention is obtained from a process of learning and thinking that forms a particular perception in the minds of consumers. According to Ferdinand (2014), purchase intention can identify several factors, namely transactional intention (a person's tendency to buy), referential intention (a person's tendency to refer a product to others), preferential intention (an intention that describes the behavior of someone who has a primary preference for the product), exploratory intention (describing the behavior of someone who is always looking for information about the product they want and looking for information to support the positive quality of the product). Creating a high-value proposition for consumers functionally and psychologically allows consumers to decide to choose a product compared to other products (Kotler & Keller, 2016). Therefore, a product must have a customer value proposition to increase company profits and shape consumer purchase intentions in buying a product. Based on BPS data (2020), the most significant number of companies, according to the Indonesian Business Field Standard Classification (KBLI) in Indonesia, where third place is the apparel processing industry, with an entire company of 33,954 units.

This study categorizes PT Vendor Indonesia in the apparel industry (garment or convection). It is not a company that covers the entire process of making clothing from fiber to apparel (textile). PT Vendor Indonesia Convection is a startup business established in February 2021 and is currently located in the Bogor area, West Java. At its establishment, PT Vendor Indonesia was named Vendor Kampus Indonesia. However, as the business grew, the name changed to PT Vendor Indonesia, and now it is registered as a Limited Liability Company (PT) and already has legality in effect. PT Vendor Indonesia focuses on manufacturing services such as jackets, PDH, vests, jackets, and t-shirts. PT Vendor Indonesia Convection itself does marketing its convection services to consumers in general, such as organizations, communities, industrial companies, government institutions, and others. However, its primary target market is consumers from students, organizations, and campuses. PT Vendor Indonesia uses the concept of B2C and B2B marketing in its business processes. Business to Customer (B2C) is used when PT Vendor Indonesia offers its convection services directly to consumers. In contrast, the Business to Business (B2B) concept uses a tolling system, providing production services for other convection businesses that still need independent production houses. As a startup business, PT Vendor Indonesia conducted market research for potential customers on November 29 - December 1, 2020, by distributing questionnaires with an open-question model to around 55 students representing each organization from 13 different campuses to obtain survey results related to their experience. When using convection services for their organizational clothing needs.

Based on the research results through the questionnaire, PT Vendor Indonesia concluded their experience using other convections. They said that when using convection services for clothing needs such as making t-shirts, jackets, spacious shirts, and others, several times they experienced problems in terms of product quality which are not good, order discrepancies, irresponsible convection, project creation that is not on time, and other problems from the previous convection they have used. The survey results are the basis for PT Vendor Indonesia to form a good offer for its customers through a pre-designed value proposition with four values offered such as functional, economical, emotional and symbolic. If the company already has a better value proposition than its competitors, consumer satisfaction with the product will increase, ultimately making consumers loyal. The value proposition provided by PT Vendor Indonesia itself to its customers are Functional Value, Economic Value, Emotional Value, and Symbolic Value. Based on the internal data, PT Vendor Indonesia has fluctuating sales results where there is an increase in the second quarter of 2021, the first quarter of 2022, and a sharp increase in the third quarter of 2022, but there is a decline in sales in the third and fourth quarters of 2021. The data shows that sales at PT Vendor Indonesia have yet to have consistent results, so there is still a need for a lot of evaluation and business development in the future. One factor that influences the percentage of sales is the large number of consumers who have purchase intentions for clothing products produced by PT Vendor Indonesia. This purchase intention is the initial factor for a consumer to purchase a product at a particular brand.

In research conducted by Putra and Harijanto (2015), the consumer value proposition has an effect of 48% on consumer purchase intentions, while the other 52% comes from factors outside the consumer value proposition. Economical and functional value become a consumer value proposition that significantly influences consumer purchase intentions. Supported by the results of research by Effendy and Kunto (2013), who found that the independent variables, namely functional value, emotional value, economic value, and symbolic value, affect consumer purchase intentions. However, Muhtadi (2022) found different results, namely that functional value does not positively affect purchase intention. Based on previous research conducted by Anugerah and Setyorini (2020) and Putra and Harijanto (2015), indicate a significant influence between functional value, emotional value, economic value, and symbolic value on product purchase intentions. Another research was conducted by Muhtadi (2022) and based on the results of this study, the variables that have a significant effect are trust, economic value, and emotional value, so it can be seen that functional value does not positively influence purchase intentions at FasFit fast food restaurants. The previous research above showed different results related to the effect of the value proposition on purchase intentions. Previous research has yet to be found that analyzed the relationship between the effect of the value proposition and the object of research in the garment/convection industry. Based on this, this study wants to see whether the value proposition variables companies offer to affect consumer purchase intentions.

## Literature review

### Marketing

Marketing for all business people everywhere is an activity that is very important for the survival of the business and the company's profit growth. According to Tjiptono and Anastasia (2020), marketing is creating, distributing, promoting and pricing goods, services and ideas to facilitate exchange relationships that satisfy customers and to build and maintain positive relationships with stakeholders in a dynamic environment. Based on the definition above, marketing is an activity by individuals or groups to meet their needs and benefit the company. Components that are easy to offer to the market to achieve satisfaction in fulfilling wants and needs. Conceptually, a product is a subjective understanding by producers of everything that can be offered as a business in achieving goals through fulfilling consumer satisfaction according to the producer's capabilities and market attractiveness (Tjiptono, 2015).

### Product attributes

Every business or company has products with specific characteristics to differentiate their products from those of other businesses/companies. These characteristic differences are referred to as product attributes. When choosing a product, consumers will look for the use value and certain benefits contained in a product. Meanwhile,

according to Simamora (2011), product attributes are the product's benefits. These benefits are communicated and fulfilled by tangible product attributes such as product brand, product quality, product characteristics, product design, product label, packaging products and product support services. These attributes greatly influence consumer reactions to a product. According to the above understanding, it can be concluded that product attributes are all things related to the particular characteristics of a product that function as a differentiating factor from other products, as well as being one of the essential aspects that consumers pay attention to in choosing a particular product or brand.

### ***Convection business***

According to Jerusalem (2014), convection is a business in the business sector made on a large scale or en masse in much literature. Convection can also produce clothes in several units because the target market for convection is also broad, not only in an organization/community but personally, can also make clothes in convection. Clothing models usually produced by the convection business can be in the form of PDH, shirts, jackets, pants, vests, alma mater, Muslim clothing, and so on, according to the wishes of consumers. However, some convections only have unique production specialties, such as specializing in t-shirts or jackets.

### ***Value proposition***

The value proposition is the value to create for each consumer segment by connecting the essential elements needed by each segment. The value can be quantitative, such as price, or qualitative, such as consumers and experiences (Osterwalder et al., 2012). According to Fifield (2007), there are six questions for organizational consumers when they start to make an opinion about the value proposition, namely who is the target market, what are the needs and problems faced by consumers, when is the right time to use the value of these products and services, how are a product and the services provided can meet consumer needs, what makes your company attractive, and what reasons consumers prefer your company compared to other competitors.

### ***The values***

Functional value, according to Lee et al. (2008), is based on the value function of utility that can be obtained and felt through functional attributes or physical attributes. This functional value refers to the value obtained by consumers from product attributes that have provided usability and satisfaction to the wishes and expectations of consumers. This functional value can indicate the performance or quality of a product or service. For example, in instant food products. Consumers will buy instant noodles because they know these foods can be served instantly quickly, so they do not require special skills like other types of food. Considerations like this make consumers compare one product with the same product in a similar industry. Economic value can be seen from the consumer's decision to choose between quality and price offered. This concept is commonly referred to as a tradeoff when a person has to decide between two or more choices and eliminate/sacrifice other choices for the choice taken. With this economic value, a customer can consider the company's product, whether it is by choice sacrificed between price or quality, for the best product.

Emotional value is the value associated with feelings and affectivity generated by the product (Sweeney & Soutar, 2001). Emotional value comes from a feeling that arises from consuming a product. When consumers feel positive emotions such as happiness, pleasure, satisfaction, and pride in the product/brand purchased, the product/brand has provided emotional value to consumers. So, emotional value is closely related to how consumers feel when they buy a product. The emotional value will change a consumer's purchase intention because their feelings change. They will try to focus on product innovation, design and composition, and product color (Kotler, 2018). For example, if there are two identical t-shirt fashion products, consumers will choose the product that first catches their eye. Consumers have strong feelings toward products that are more eye-catching or reliable. Because of that, they feel they will choose a product they believe in from the beginning of the product as seen by their eyes. The symbolic value is the value of self-existence, defined as a brand (Choo et al., 2012). Customers believe that buying branded products means they can use them as a sign of their status or social class (Tsai, 2005). This value makes customers feel they can enhance their branding image when using a branded product. The existence of a symbolic value in a product will provide significant benefits because it can change the prestige of customers. For example, people do not buy food because they want to eat or need it, but they will try to capture it with photos, videos, or other ways. This food is special for them because there is brand value and social status in the food (Rintmaki et al., 2007).

### ***Purchase intention***

Purchase intention is an action in the form of desire or desire and is carried out before purchasing. According to Kotler and Keller (2019), consumer purchase intention is a consumer behavior in which consumers desire to buy or choose a product based on experience in selecting, using and consuming or even wanting a product. Purchase intention is buying a product or service at the next opportunity. Although purchase intention is still uncertain, purchase intention needs to be taken into account to predict how many consumers will be interested in buying a company's product or service.

## Methods

### *Research type*

The research design that researchers in this study will use is a quantitative method because research data influences the relationship between functional value (X1), economic value (X2), emotional value (X3), and symbolic value (X4) with consumer purchase intentions (Y1). According to Sugiyono (2018), the quantitative method is based on an understanding of positivism. It is intended for research on specific populations or samples, searching for data with instruments, and analyzing the data results in the form of quantitative or statistical, with the ultimate goal of testing the hypothesis.

### *Research object*

According to Sugiyono (2018), the population is an area in which there are: objects/subjects with specific quantities and characteristics that researchers have determined to study and conclude the results. The population that will be used in this study are students who know PT Vendor Indonesia convection or who have made purchases at PT Vendor Indonesia convection.

### *Data sources*

The data sources needed in this study come from two sources, namely primary data which will be obtained directly from consumers throughout Indonesia who have purchased or have never purchased clothing products at PT Vendor Indonesia. The majority of PT Vendor Indonesia's consumers come from students who are members of internal campus organizations. In addition, secondary data was obtained through literature study sourced from journals, books, theses, and other data relevant to research.

### *Data collection method*

This data collection technique uses a questionnaire in the form of a Google form which will be distributed to respondents who have purchased or have never purchased clothing products at PT Vendor Indonesia. According to Sugiyono (2018), a questionnaire is a type of data collection with several questions or written statements to research respondents to obtain research results. According to Hair et al., (2014) the number of samples that should be used is 5-10 times the total number of indicators. In this study there were 16 question indicators, so the required sample size was  $16 \times 10 = 160$  sample respondents. The following criteria are for respondents' minimum age of 18 years, student status, and knowledge of the PT Vendor Indonesia convection or have made purchases at the PT Vendor Indonesia convection.

### *Test instrument*

According to (Ghozali, 2018) validity test is a research instrument that measures whether or not a questionnaire is valid. The questionnaire results are valid if each respondent can convey something that will be examined in the questionnaire. The validity of the correlation between variables in measuring a concept is done by looking at the Kaiser-Mayer-Okin Measure of Sampling Adequacy (KMO MSA) test. In addition, this study also uses a reliability test. According to (Ghozali, 2018) the reliability test is an instrument in research to measure the results of a questionnaire which is an indicator of a variable or construct. A questionnaire is declared reliable and valid if the respondents' answers to the questions or statements are consistent from time to time. This test will be calculated with the program from SPSS 26 with the Cronbach Alpha test.

### *Data analysis method*

data analysis used in this study uses Descriptive Data Analysis which is used to analyze data by describing or illustrating data that has been collected without intending to make general conclusions or generalizations (Sugiyono, 2018), Multiple Linear Regression Analysis tests to analyze relationships independent variables simultaneously on dependent variables, Partial Significance Test (t test) to determine each independent variable on the dependent variable, Overall Test (F Test) to determine the effect of all independent variables on the dependent variable to determine the effect of the dependent variable on the dependent variable dependent, and the Coefficient of Determination (Adjusted R<sup>2</sup>) to measure how far the model's ability to explain variations in the independent variables.

## Results

### Statistic descriptive

To prove the hypothesis put forward in this study, research has been conducted on all consumers who have used PT Vendor Indonesia products, with 160 respondents. The following are the characteristics of respondents who meet the criteria considered by the researcher. Based on data obtained from 160 samples, there were 69 male respondents, 43.1% and 91 female respondents, with a percentage of 56.9%. It can be concluded that in this study, more female respondents used products from PT Vendor Indonesia compared to male respondents.

Table 1. Statistic descriptive result

	Frequency	Percentage
1 - 2 times	124	77.5
3 - 4 times	24	15.0
5 times	12	7.5
Total	160	100.0

According to the results of Table above on the characteristics of respondents based on purchases, it is known that the highest purchase intensity is 1-2 times, reaching 77.5%, meaning that most consumers at the beginning of the purchase are only based on curiosity and interest in the offers provided by PT Vendor Indonesia. As for consumers who make repurchases up to 3-4 times the intensity, even 5 times the purchase. This is based because they have felt the benefits through the values provided by PT Vendor Indonesia.

Table 2. Respondents' characteristics

Province	Frequency	Percentage	Province	Frequency	Percentage
Aceh	9	5.6	Kepulauan Riau	2	1.3
Bangka Belitung	2	1.3	Lampung	21	13.1
Banten	4	2.5	Maluku	10	6.3
Bengkulu	1	0.6	Papua Tengah	1	0.6
DKI Jakarta	14	8.8	Sulawesi Selatan	1	0.6
Jawa Barat	18	11.3	Sulawesi Tenggara	3	1.9
Jawa Tengah	3	1.9	Sulawesi Utara	2	1.3
Jawa Timur	19	11.9	Sumatera Barat	31	19.4
Kalimantan Barat	3	1.9	Sumatera Selatan	2	1.3
Kalimantan Selatan	1	0.6	Sumatera Utara	4	2.5
Kalimantan Tengah	1	0.6	Surabaya	4	2.5
Kalimantan Timur	3	1.9	Yogyakarta	1	0.6

According to the results of Table above on the characteristics of respondents by province, it is known that consumers who have made purchases at PT Vendor Indonesia are spread across 25 provinces in Indonesia, with West Sumatra Province being the province with the highest number of respondents reaching 19.4%, followed by Lampung (13.1%) and Java East (11.9%). In this study, PT Vendor Indonesia, as a company engaged in the convection sector, has reached consumers in almost all provinces in Indonesia. Based on the table of respondents' assessment of the **functional value** variable, it can be seen that the functional value variable has the highest mean value in statement "PT Vendor Indonesia has a warranty policy in the form of returning defective/damaged goods to be repaired again". This means that consumers benefit more from the return guarantee policy provided by PT Vendor Indonesia for defective/damaged products due to errors from the PT Vendor Indonesia production team. Based on the table of respondents' assessment of the **economic value** variable, it can be seen that the emotional value variable has the highest mean value in statement that in serving consumers, PT Vendor Indonesia has good service quality standards, such as using language that is easy to understand, conveying information clearly, responding quickly to consumers, and being patient in dealing with consumers and others so that consumers feel comfortable and helped by good customer service.

Based on the respondent's assessment table of the **emotional value** variable, it can be seen that the emotional value variable has the highest mean value found in statement "given to consumers PT Vendor Indonesia can provide a good experience". This means that in providing products and services to consumers, PT Vendor Indonesia always provides the best so that consumers can feel the results of their experiences from the purchase process to using products from PT Vendor Indonesia. Based on the respondent's rating table for the **symbolic value** variable, it can be seen that the symbolic value variable has the highest average (mean) value found in statement "reflects a robust organizational identity/personality for consumers". This means that consumers experience symbolic benefits from PT Vendor Indonesia in the form of producing results that are by the identity of the organization, supported by order conformity, quality of materials, and additional merchandise from PT Vendor Indonesia with custom designs for each consumer. Last, based on the table of respondents' assessment of the **economic value** variable, it can be seen that the emotional value variable has the highest mean value in statement that means that consumers experience symbolic benefits from PT Vendor Indonesia in the form of producing results that are by the identity of the organization, supported by order conformity, quality of materials, and additional merchandise from PT Vendor Indonesia with custom designs for each consumer.

## Regression analysis

Table 3. Regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.318	0.560		0.567	0.572
	Total_X1	0.210	0.063	0.208	3.321	0.001
	Total_X2	0.157	0.054	0.201	2.903	0.004
	Total_X3	0.248	0.087	0.257	2.840	0.005
	Total_X4	0.295	0.075	0.300	3.939	0.000

Based on the results of the regression coefficient of the independent variables, the variable that has the dominant influence on the dependent variable is a symbolic value (X4) of 0.300 units. After testing the model, the next step is to calculate the correlation to measure the accuracy of the regression line in explaining the variation in the values of the independent variables. Based on this test, all independent variables have a significant positive value on the dependent variable.

Table 4. t-test

No.	Hypothesis	t-count	t-table	Sig.	Result
1.	Functional value affects purchase intention (H1)	3.321	1.974902	0.001	Supported
2.	Economic value affects purchase intention (H2)	2.903	1.974902	0.004	Supported
3.	Emotional value influences purchase intention (H3)	2.840	1.974902	0.005	Supported
4.	Symbolic value influences purchase intention (H4)	3.939	1.974902	0.000	Supported

Table 5. F-test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	600.616	4	150.154	133.277	0.000
	Residual	174.628	155	1.127		
	Total	775.244	159			

The same results were also shown from the t-test and f-test, which implied that all independent variables partially and simultaneously affected the dependent variable.

Table 6. Coefficient determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.880	0.775	0.769	1.061

Based on the test results of the coefficient of determination in Table 4.14, an adjusted R2 value of 0.769 is obtained. This means that the magnitude of the contribution of the independent variable value to the dependent variable in estimating or estimating the value of the purchase intention variable is 76.9%, while other variables outside this study explain the remaining 23.1%.

## Discussion

### *Effect of functional value on intention to purchase apparel products at PT Vendor Indonesia convection in Indonesia*

Based on the results of testing the hypothesis using the t-test, where t count > t table (3.321 > 1.974902) with a significance value (0.001 < 0.05), it was found that X1 had a positive and significant effect on purchase intentions of clothing products at PT Vendor Indonesia Convection in Indonesia. The success of PT Vendor Indonesia in providing warranty policies to consumers for goods with production defects has been good. Based on the item statement of functional value, "PT Vendor Indonesia has a warranty policy in the form of returning defective/damaged goods to be repaired" is the highest answer in influencing functional value. This warranty policy applies when the product the consumer has received has a defect and the PT Vendor Indonesia production team made the error. Consumers are given 7 days from the time the goods arrive to re-check and confirm errors in the product that has been received, after which the consumer can make a warranty claim to be sent back to PT Vendor Indonesia. Furthermore, the item statement of the functional value "PT Vendor Indonesia has good product quality" is the second highest answer. The quality of this product can be judged by the suitability of the color and material, the neatness of the stitches and embroidery, and the suitability of the product with the customer's order details. PT Vendor Indonesia uses standard distro materials with Grade A obtained from material suppliers in the West Java area. This makes PT Vendor Indonesia trustworthy regarding the quality of its products and provides satisfaction for its customers.



Besides that, in statement point 1, "Indonesian vendors offer convenience for consumers in the purchase process from the beginning to the end of the order" is the third highest answer. The mechanism provided by PT Vendor Indonesia is quite systematic, from discussions about orders to be ordered, providing clear product information, offering solutions to problems faced by consumers, and providing benefits in the form of guaranteed returns and cashback to small merchandise such as key chains and stickers. Customer Service of PT Vendor Indonesia is also given special training in dealing with consumers to provide a good understanding and explanation to consumers regarding the orders to be ordered. The results of this study align with previous research conducted by Putra and Harijanto (2015) that good functional value can positively affect the intention to purchase a product. This study found that functional value helps consumers in product use and is supported by the research by Watanabe et al. (2020), Dela Tri Anugrah and Retno Setyorini (2020), who found that functional value has a positive and significant effect on purchase intention. However, the findings in the research that is contrary to Muhammad Adlan Muhtadi (2022) found that functional value did not have a significant effect on purchase intention.

### ***The effect of economic value on purchase intention of clothing products at PT Vendor Indonesia convection in Indonesia***

Based on the results of testing the hypothesis using the t-test, where  $t \text{ count} > t \text{ table}$  ( $2.903 > 1.974902$ ) with a significance value ( $0.004 < 0.05$ ), it was found that X2 was positively significant on the intention to purchase clothing products at PT Vendor Indonesia Convection in Indonesia. The success of PT Vendor Indonesia in providing quality service to consumers is good, so consumers feel the price offered follows the services provided. Based on the item statement of economic value, "The price offered by PT Vendor Indonesia is under the quality of service provided" is the highest answer in influencing economic value. The quality of service provided by PT Vendor Indonesia is an easy and systematic order mechanism, from discussions about the products to be ordered to data entry, production stage, and delivery stage. After the product has entered the delivery stage, PT Vendor Indonesia continues to communicate with consumers to ensure the product ordered is safe and there are no production defects. The statement item "The price offered by PT Vendor Indonesia is by the quality of the product produced" is the second highest answer. PT Vendor Indonesia never uses fake or low-quality materials in manufacturing products. The materials used are the best from West Java's most significant material suppliers so that consumers can experience products with standard distribution materials. In addition, PT Vendor Indonesia pays close attention to the production flow, from selecting materials, colors, embroidery and sewing processes for attaching buttons, finishing and quality control right up to the delivery stage. This is what makes the products produced by PT Vendor Indonesia have good and guaranteed quality.

Furthermore, the statement item "The price offered by PT Vendor Indonesia is by the benefits obtained" is the third highest answer. In providing offers to consumers, PT Vendor Indonesia also offers corporate values such as prices that can adjust to the consumer's budget, quality product guarantees, return guarantees if there are production defects, cashback guarantees in case of delays, premium packaging, and small merchandise such as hangers keys and stickers. These benefits enable PT Vendor Indonesia to provide the best offers because consumers feel that the price offered with the benefits obtained is appropriate. The last statement item, "The price offered by Indonesian vendors is quite competitive with other competitors," is the fourth highest answer. PT Vendor Indonesia has consumers all over Indonesia, and in every region, there are always local convection businesses that can offer lower prices than PT Vendor Indonesia. In addition, many local convection players are convection centers in the area, so consumers trust their products more in local convection. However, because PT Vendor Indonesia is a company that already has independent convection production, and the prices offered to consumers are first-hand prices, the product prices from PT Vendor Indonesia can still compete with competitors of similar businesses. The results of this study align with previous research conducted by Muhammad Adlan Muhtadi (2022) that good economic value can positively affect the intention to purchase a product. This study found that the price offered was by the benefits obtained and was supported by the research results of Putra and Harijanto (2015), Dela Tri Anugrah and Retno Setyorini (2020), who found that economic value had a positive and significant effect on purchase intention. However, the findings in a study that contradicted Watanabe et al. (2020) found that economic value did not have a significant effect on purchase intention.

### ***The effect of emotional value on purchase intentions for clothing products at PT Vendor Indonesia convection in Indonesia***

Based on the results of testing the hypothesis using the t-test, where  $t \text{ count} > t \text{ table}$  ( $2.840 > 1.974902$ ) with a significance value ( $0.005 < 0.05$ ), it was found that X3 was positively significant on the intention to purchase clothing products at PT Vendor Indonesia Convection in Indonesia. The success of PT Vendor Indonesia in providing experience to consumers through the quality of the products and services provided has been good. Based on the item statement of emotional value, "The quality of products and services provided to PT Vendor Indonesia's consumers can provide a good experience" is the highest answer in influencing emotional value. In dealing with consumers, PT Vendor Indonesia always prioritizes the wants and needs of consumers. When consumers make purchases at PT Vendor Indonesia, they will be significantly helped and feel more cared for. At the end of the purchase, they will have a memorable experience at PT Vendor Indonesia. In addition, with the products' quality, consumers will also get their own experience when using them. Furthermore, the statement item "The quality of the products offered by PT Vendor Indonesia to consumers can give pleasure when using them" is the second highest answer. PT Vendor Indonesia's products are of standard distribution quality, with the selection of the best materials for each type of product provided. In addition, PT Vendor Indonesia has a professional staff with over 10 years of experience in the

garment/convection industry. The work carried out already has standardized production and always provides maximum results. Consumers will feel happy when using products from PT Vendor Indonesia because the products used are by the wishes and expectations of consumers.

In the last statement item, "The quality of the products offered by PT Vendor Indonesia to consumers can trigger a desire to make purchases on an ongoing basis." The first time consumers want to make a purchase, they will contact PT Vendor Indonesia's Customer Service to discuss the product to be ordered. Customer Service will provide clear information and assist consumers in order, from material recommendations, price discussions, color selection, data entry, and payment to the production stage so that the mechanism will be precise and directed. Furthermore, the consumer will be given a work order (production benchmark) to re-check the order's details so that it is to the consumer's wishes. At the production stage, PT Vendor Indonesia provides production reports to consumers in the form of photos or videos, starting from when the material has been cut, it has been embroidered and sewn, until it enters the shipping process. Hence, consumers know updates on the progress of their orders. After the goods have been produced, the consumer will make payment, and the goods will be shipped immediately. When it arrives at the destination address, the consumer will be given 7 days to check again, and when there is a product defect, the consumer can make a warranty claim. The item is returned to PT Vendor Indonesia for repair without additional costs. The stages of this process will give the impression of experience and good feelings to consumers because PT Vendor Indonesia always puts consumers first in the process, so consumers will have a sense of being able to place orders on an ongoing basis. This study's results align with previous research conducted by Watanabe et al. (2020) that good emotional value can positively affect the intention to buy a product. This research is supported by the research results of Muhammad Adlan Muhtadi (2022), Dela Tri Anugrah and Retno Setyorini (2020), and Putra and Harijanto (2015), who found that emotional value has a positive and significant effect on purchase intention.

### ***The effect of symbolic value on purchase intention of clothing products at PT Vendor Indonesia convection in Indonesia***

Based on the results of testing the hypothesis using the t-test, where  $t \text{ count} > t \text{ table}$  ( $3.939 > 1.974902$ ) with a significance value ( $0.000 < 0.05$ ), it was found that X4 was positively significant on the intention to purchase clothing products at PT Vendor Indonesia Convection in Indonesia. The success of PT Vendor Indonesia in producing products that can reflect an organization's identity for consumers is good. Based on the item statement of emotional value, "PT Vendor Indonesia's products can reflect a strong organizational identity/personality for consumers" is the highest answer in influencing symbolic value. Each organization has its characteristics in making clothing as its organizational identity, such as logos, clothing colors, clothing models, to other details. PT Vendor Indonesia quite understands this because the suitability of the product with an organization's identity is essential. So, in the manufacture of products, PT Vendor Indonesia ensures that the products ordered are by the wishes of consumers so that consumers feel that the products ordered reflect the identity of their organization. In addition, organizational identity can be reflected in other things, namely merchandise such as key chains, hangtags, and stickers that can be custom designed with the organization's logo. Furthermore, the statement item "When using PT Vendor Indonesia's products, consumers will get a positive response from friends/other organizations" is the second highest answer. The primary target market for PT Vendor Indonesia is campuses in Indonesia, where one campus has many organizations, and one organization has between 50 - 100 or even more members. When a consumer purchases a product at PT Vendor Indonesia, those who see the product are not only internal members of the organization, but those around them will also see the results of the product. So, when they see products manufactured by PT Vendor Indonesia, they will respond positively because they are of good quality.

The last statement item, "PT Vendor Indonesia's products can give consumers a prestigious impression (pride)," is the third highest answer. The clothing products reflect an organization's identity, so PT Vendor Indonesia pays close attention to the details of the orders consumers desire. Thus, consumers will feel pride in their organizational identity when they use these products. Consumers also use this organizational identity in various activities, such as on campus, at events, etc. In addition, PT Vendor Indonesia also uses label tags on the neck of the shirt on every product ordered by consumers; this is one of the strengths of convection in branding its products so that consumers feel proud when using products from PT Vendor Indonesia. The results of this study align with previous research conducted by Putra and Harijanto (2015) that good symbolic value can positively affect the intention to purchase a product. This study is supported by Effendy and Kunto's (2013) study, which found that symbolic value is one of the variables that have a positive and significant effect on purchase intentions.



## Conclusion

Based on the formulation of the problem, regarding several theories and previous research, we can conclude that Functional value, economic value, emotional value, and symbolic value significantly affect the intention to purchase clothing products on the convection of PT Vendor Indonesia in Indonesia. Regarding this research, PT Vendor Indonesia must pay more attention to the ordering mechanism provided to consumers, from the initial purchase to the final order. PT Vendor Indonesia also needs to review the prices of the products offered to consumers because there are many competitors in the convection business so price competition will be intense and high. This company also should maximize the existing value proposition, including in terms of the quality of the products offered, so that consumers have a sense of making purchases on an ongoing basis and place more emphasis on the symbolic side of a product so that it can increase the impression of prestige (pride) for consumers. PT Vendor Indonesia can use unique Label Tags on each product ordered or provide small merchandise according to consumer identity to increase pride when using PT Vendor Indonesia products.

Suggestions for other researchers who are interested in the field of marketing and convection business. This research can be used as inspiration and reference for conducting research. The researchers suggest adding other variables outside of this study, such as social value variables and trust, to find out what factors can influence the intention to purchase clothing products in the convection business.

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