

The Influence of Product Quality, Product Design, and Promotion on Furniture Purchase Decisions for Pets in Jakarta

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Abstract. This study aims to analyze the influence of product quality, product design, and promotion on consumer purchasing decisions for pet furniture in Jakarta. The background of this research is driven by the increasing trend of pet humanization, where pets are no longer considered mere companions but are treated as family members, leading to higher demand for premium and aesthetically pleasing products. The research employs a quantitative causal design with data collected through online and offline questionnaires distributed to pet owners who have purchased furniture or accessories for their pets. Purposive sampling was used to ensure the selection of respondents with relevant experience, resulting in 220 valid responses. Data were analyzed using multiple linear regression with SPSS Statistics 27. The findings reveal that product quality, product design, and promotion each have a positive and significant influence on purchasing decisions. Product quality emerged as the most dominant factor, followed by product design and promotion. These results highlight the importance of providing durable, safe, and premium-quality furniture while integrating innovative design that aligns with modern interior trends and effective promotional strategies, particularly through digital platforms. The implications of this study suggest that businesses in the pet furniture industry should focus on improving product standards, developing designs that combine functionality with aesthetics, and optimizing promotional efforts to meet consumer expectations and enhance competitiveness in the growing Indonesian pet market.

Keywords: product quality, product design, promotion, purchasing decision, pet furniture, Jakarta

INTRODUCTION

In recent decades, the role of pets in human life has undergone a significant transformation, particularly in urban environments (Hubbard & Brooks, 2021). Pets no longer only function as companions but have been treated as family members who deserve the attention and facilities they merit. This phenomenon is called humanization of pets, which is the tendency to treat pets like humans both emotionally and materially. Noviana (2018) stated that pets can even play a role as substitutes for children in the family, thus occupying a core position with high emotional and social value.

This paradigm shift encourages pet owners to pay more attention to aspects of pet welfare, ranging from nutrition and health services to the provision of comfortable facilities. The trend of humanization also affects people's consumption patterns. Research by Liu et al. (2024) shows that pet ownership increases the frequency of shopping, the number of products purchased, as well as the owner's spending. The main factor driving this consumption behavior is emotional bonding, which results in hedonistic and impulsive purchases as a form of fulfilling inner satisfaction.

This phenomenon is increasingly evident through the rising demand for premium products such as pet furniture. Furniture not only functions as a resting place but also pays attention to ergonomic factors, safety, and the suitability of the interior design of the owner's house. Thus, consumers' purchasing decisions are influenced not only by function but also by the emotional and aesthetic value inherent in the product. Kulyk (2023) emphasized that animal-centered design can improve the physical and psychological well-being of animals,

while reducing stress and supporting their natural behavior.

The potential of the pet furniture market in Indonesia is also quite large. The Intage Group survey (2023) noted that 80.7% of Indonesians own pets, with cats (56.5%) dominating over dogs (7.4%). The monthly consumption level reached IDR 1.41 million for cats and IDR 1.36 million for dogs, showing the high willingness to pay of the public toward pet products. This opens opportunities for the animal furniture industry to present functional, comfortable, aesthetic, and practical products according to the needs of urban lifestyles.

The results of a test market survey at Pet Kingdom, Jakarta, show that the potential consumer segment is dominated by women aged 20–29 years who work as employees with an income of IDR 5–10 million per month. This segment has high purchasing power for premium products, including animal furniture. The majority of respondents spend 1–3 hours a day playing with pets, actively share activities on social media, and own special items such as clothes or toys. The most popular furniture products are animal beds or sofas, with considerations of quality, comfort, safety, and attractive design.

However, the availability of animal furniture in Indonesia is still limited. Existing products generally have low durability, use less premium materials, and feature minimal safety elements, causing consumer dissatisfaction. Low product quality combined with high price is considered unworthy. This emphasizes the importance of innovation in creating furniture that is durable, safe, comfortable, and at the same time in harmony with modern home designs such as Scandinavian or Japandi. This trend makes consumers more selective in choosing products that are not only functional but also integrated with residential aesthetics.

In addition to quality and design, promotional strategies also play an important role in purchase decisions. Surveys show social media is the main channel for searching for product information. However, exposure to animal furniture is still minimal, and promotions by influencers often disappoint consumers because the products they receive do not meet expectations. This highlights the need for a promotional strategy that is educational, transparent, and emphasizes the real quality of the product, not just its visual appearance. Promotions based on collaboration with animal-loving communities, providing detailed information, and product demonstrations can strengthen consumer trust.

As public awareness of animal welfare increases, the pet furniture industry in Indonesia has a great opportunity to grow. However, challenges in quality, design, innovation, and promotion need to be overcome immediately to increase the competitiveness of local products.

The study by Liu et al. (2024) shows that the emotional bond between pet owners and their pets drives consumptive behaviors that tend to be hedonistic, including purchasing premium products. However, this research remains limited to general shopping behavior without specifically addressing the pet furniture category. On the other hand, Kulyk (2023) emphasizes the importance of animal-centered design to support the physical and psychological health of pets, but this has not been widely connected to homeowners' aesthetic preferences or effective promotional strategies in emerging markets such as Indonesia.

This study aims to analyze the influence of product quality, design, and promotion on pet furniture purchase decisions. The results of the research are expected to make academic and practical contributions to developing effective marketing strategies and become a reference for industry players to create innovative, quality, and competitive products.

MATERIALS AND METHOD

The object of this study was pet furniture intended for dog and/or cat owners in the Jakarta area, with respondents who had experience buying furniture or accessories for their pets. The research aimed to understand how product quality, product design, and promotion affected purchasing decisions. The research design was causal quantitative, suitable for identifying cause-and-effect relationships between independent variables (product quality, product design, and promotion) and the dependent variable (purchase decisions).

Data was collected through a Likert scale-based closed questionnaire survey distributed online using Google Form, allowing access to respondents in the Greater Jakarta area. The study population focused on pet owners of dogs and cats who had experience purchasing furniture or pet accessories. Purposive sampling was used to ensure respondents' characteristics aligned with the research objectives. The study was cross-sectional, as data were collected at a single point in time.

Data analysis employed multiple linear regression to test the significance of the causal relationships between independent and dependent variables. The sample size was determined using the formula by Hair et al. (2006; 2019), recommending a minimum of five times the number of questionnaire items. With 44 statement items, a minimum of 220 respondents was required to ensure adequate sample size for reliable multivariate statistical analysis.

Use the formula:

Minimum Sample Size = 5 × Number of Questionnaire Items

Minimum Sample Size = 5 × 44 = 220 respondents

After determining the sample size, the researcher chose an appropriate sampling technique to ensure the data collected was representative. The target population consisted of pet owners who were buyers or potential buyers of pet furniture. Therefore, purposive sampling, a non-probability sampling method based on specific criteria, was used. Respondents were selected if they owned a dog or cat and had purchased or were likely to purchase pet furniture.

The questionnaire was distributed both online and offline using a survey platform (Google Forms) to reach relevant participants. Collected responses were validated to ensure alignment with the target population characteristics. This approach aimed to produce valid and reliable findings to address the research objectives.

Data were gathered through three methods: questionnaires, observation, and documentation. Closed-ended questionnaires using a Likert scale were distributed online via social media and pet lover communities, and offline at animal clinics, pet shops, and pet exhibitions to reach diverse respondents. Observations were conducted by visiting pet furniture stores in Jakarta, such as Pet Kingdom and Ace Hardware, to examine product variety, store layout, and consumer reactions. Documentation was used to collect secondary data from reports, articles, and publications related to the pet furniture industry.

The data from questionnaires, observations, and documentation were analyzed using multiple regression analysis with SPSS Statistics 27. This analysis tested the influence of product quality, design, and promotion on consumer purchase decisions. The results provided empirical insights into key factors affecting consumer choices and informed the development

of more effective and targeted marketing strategies.

RESULTS AND DISCUSSION

Description of Research Object

The object in this study is furniture products for pets, while the research subjects are individuals who have pets, specifically dogs or cats, who already own some furniture products or show interest in making future purchases of pet furniture. The respondents involved in this study are people who live in the Jakarta area and have experience in using or considering the use of special furniture for pets, either in the form of beds, sofas, cat houses, storage shelves, and other similar products. Data collection was carried out in the period from March to June 2025 by distributing questionnaires to 220 respondents who were randomly selected and had met the set criteria. The selection of respondents was carried out by considering the relevance of their experience to the focus of the study, namely the decision to purchase furniture for pets.

Respondent Overview

Based on the results of the distribution of questionnaires to 220 respondents, data was obtained that most of the respondents were women, as many as 144 people (65.45 percent), and the most from the age group of 20-29 years, as many as 129 people (58.64 percent). Based on the type of job, most of the respondents were employees, namely 124 people (56.36%). In terms of education level, respondents with a bachelor's education background (S1) were the most, namely 104 people (47.27%). For the monthly expenditure category, the most respondents were in the range of IDR 5 million to IDR 10 million, which was 116 people or 52.73%. Meanwhile, the type of pet owned by the respondents the most is cats, with a total of 155 people or 70.45%.

Descriptive Analysis of Variables

The purpose of descriptive analysis is to get an overview of how respondents respond to statements in research instruments. The Likert scale with a value range of 1 (strongly disagree) to 5 (strongly agree) was used as an assessment tool in this study. The category of interpretation of average values is divided into three ranges: low rating, which ranges from 1.00 - 2.33; moderate stage, which ranges from >2.33 - 3.67; and high ratings, which range from >3.67 - 5.00.

The results of the descriptive analysis of product quality variables showed that eleven indicators tested were in the excellent category, with an average of 4.50. This indicates that respondents generally have a positive perception of the quality of pet furniture. The two indicators with the highest scores were X1.7 (Product durability) with a value of 4.68, and X1.2 (Product safety) with a value of 4.67. The high value of these two indicators confirms that durability and compliance with safety standards are the main functional attributes that consumers strongly consider.

These findings are in line with research by Ridwan & Desi (2021) which shows that product quality is the dominant factor in furniture purchase decisions, where durability and safety aspects are the main concerns of consumers. Similarly, research by Guntari & Halim (2021) found that product quality has a positive and significant effect on purchasing decisions, reinforcing that the core attributes of the product play an important role in determining buying interest. Meanwhile, the research of Indah Mutannisa et al. (2022) gave different results, namely that product quality did not have a partial significant effect on furniture purchase decisions, although simultaneously it still had an effect with price variables. This suggests that

consumers' perceptions of quality can differ depending on market context and pricing preferences.

In contrast, the indicators with the lowest average values are X1.10 (preference for finished products over custom products) with a value of 4.19, and X1.5 (consideration of additional features such as water repellent or scratch-resistant) with a value of 4.28. Although still in the good category, this score is lower than other indicators. These findings are in line with Wicaksana's (2020) research which found that although quality has a significant effect on furniture purchase decisions, additional feature and design factors also contribute. However, features are often seen as secondary attributes that serve more as a plus than a primary factor in decision-making. Thus, the comparison between the highest indicators (durability and safety) and the lowest indicators (additional features and product shape) reinforces the understanding that pet furniture consumers place more emphasis on primary functional attributes than secondary attributes. These results are consistent with most previous studies that affirm the importance of product quality in influencing purchasing decisions, although product contexts and market segments can result in variations in consumer perception.

Hypothesis Test

Results of the Determinative Coefficient Test (R^2)

Table 1. Determination Coefficient (R^2) Test Results (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	.837 ^a	.701	.696	2.64547

a. Predictors: (Constant), Promotion, Product Design, Product Quality

Source: Primary data processed with SPSS Statistics 27.0.1 (2025)

Based on the results of the determination coefficient test listed in the Model Summary table, an R Square value of 0.701 was obtained. This indicates that 70.1% variation in the variables of furniture purchase decisions for pets can be explained by three independent variables in the model, namely product quality, product design, and promotion. Thus, this multiple linear regression model shows a high level of goodness of fit because it is able to explain more than two-thirds of the variation in the dependent variable.

Furthermore, the Adjusted R Square value of 0.696 indicates that after adjusting for the number of independent variables and sample size, the model is still able to explain about 69.6% variation in purchasing decisions. The very small difference between the R Square and the Adjusted R Square indicates that the model does not suffer from overfitting symptoms, so it can be said that it is stable and reliable in explaining the relationship between variables.

However, there is still 29.9% of the remaining variability in purchasing decisions that are not explained by these three variables. This suggests that there are other factors beyond product quality, design, and promotion that can also influence consumer purchasing behavior. These factors can include price, brand image, after-sales service, ease of access to purchases, store reputation, market trends, and personal preferences for pet needs. Therefore, even though this model has high predictive capabilities, the existence of external variables remains relevant and can be used as a reference in further research.

From the overall results of the determination coefficient analysis, it can be concluded that product quality, product design, and promotion have an important role in shaping pet furniture purchase decisions. However, the scope of its influence can still be supplemented by

exploration of other variables in the future.

Test F Test Results

In hypothesis testing with the F test, the basis for decision-making is based on the comparison of the value of the calculated F with the F table, or the significance value (Sig.) compared to the level of significance (α).

Table 2. F Test Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3536.523	3	1178.841	168.442	<.001 ^b
	Residual	1511.677	216	6.999		
	Total	5048.200	219			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Promotion, Product Design, Product Quality Source: Primary data is processed with SPSS Statistics 27.0.1 (2025)

In hypothesis testing with the F test, the basis for decision-making is based on the comparison of the value of the calculated F with the F table, or the significance value (Sig.) compared to the level of significance (α). If the value of F is calculated to be greater than the F of the table, or if the significance value (Sig.) is less than α , the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. This shows that the independent variables in the regression model have a significant influence on the dependent variables simultaneously. Conversely, if F counts < F table or Sig. > α , then H_0 is accepted, which indicates that there is no significant influence simultaneously. Based on the results of the F test listed in the ANOVA table, an F value of 168.442 was obtained with a significance level of 0.000. The value is well below the significance limit of 0.05 ($\alpha = 0.05$). Since the F calculation is greater than the F of the table (the value of the F table at df regression = 3 and the residual df = 216 is about 2.65 at $\alpha = 0.05$), and the significance value is smaller than α , H_0 is rejected and H_a is accepted. Thus, statistically it can be concluded that the three independent variables in the model, namely Product Quality, Product Design, and Promotion simultaneously have a significant influence on the Furniture for Pets Purchase Decision. This conclusion reinforces the validity of the regression model used, and shows that a holistic approach to these three aspects is an appropriate strategy in an effort to understand and improve consumer purchasing decisions. Thus, business actors are advised to integrally improve product quality, pay attention to attractive design aspects, and run effective promotions to encourage increased product purchases in the market.

Test Results t

Based on the results of multiple linear regression analysis with 220 respondents and 216 degrees of freedom (df), a t-test was carried out on each independent variable to determine its partial influence on the decision to purchase furniture for pets. At a significance level of 5% ($\alpha = 0.05$), the t-value of the table used as a comparison is 1.971.

Table 3. Test Results t

Coefficients ^a					
No	Variable	T Count	T table	Sig.	Information
1	Product Quality	1.820	1.971	.070	Insignificant
2	Product Design	8.690	1.971	<.001	Significant
3	Promotion	7.817	1.971	<.001	Significant

Source: Primary data processed with SPSS Statistics 27.0.1 (2025)

For the Product Quality variable, the t-value was calculated to be 1.820, lower than the t-table value ($1.820 < 1.971$), and the significance value was 0.070 ($p > 0.05$). This shows that product quality does not statistically significantly affect purchasing decisions. Thus, the hypothesis that claims that product quality has a partial effect on purchasing decisions is unacceptable.

The t-value of the product design variable of 8.690 is much greater than the t-table value ($8.690 > 1.971$), and the significance value is <0.001 . This means that partially, Product Design has a positive and significant effect on Purchase Decisions. This shows that consumers are very considerate of design when choosing furniture for pets.

For the promotion variable, the t-calculated value is 7.817, which is greater than the t-table value ($7.817 > 1.971$), and the significance value is 0.001. These results show that promotions influence purchasing decisions positively and significantly. The company's promotional strategies have proven to be effective in encouraging consumers to buy.

Based on the results of the partial analysis, the variables of Product Design and Promotion have a positive and significant influence on the Purchase Decision of furniture for pets. In contrast, the Product Quality variable did not show a statistically significant influence. Thus, it is recommended that companies focus more attention on developing innovative product designs and implementing effective promotional strategies to encourage increased purchasing decisions by consumers.

The Influence of Product Quality, Product Design, and Promotion on Purchase Decisions

The results of the study show that simultaneously the variables of product quality, product design, and promotion affect the purchase decision of pet furniture. However, only partially product design and promotion were shown to have a significant effect, while product quality, although it had a positive effect, did not have a significant influence. This condition gives an idea that consumers in the context of pet furniture pay more attention to visual aspects, design innovations, and attractive promotional strategies, rather than product quality which is basically considered relatively equal between brands.

In the product quality variable, the results of this study show that quality is indeed considered important by consumers, but it is not the main determining factor in purchasing decisions. This finding is in line with research by Taslim & Rahman (2023) which shows that product quality has a positive but insignificant effect on purchase decisions, because consumers pay more attention to other factors that are more differentiating. Similar results were also found by Indah Mutannisa et al. (2022), where product quality does not have a partial significant effect on furniture purchase decisions. Research by Reinout & Budi (2021) supports these findings, with the result that product quality has a positive but not significant effect on purchasing decisions. Similarly, Hananto (2021) shows that product quality does not have a

significant effect, so this aspect is seen more as a relatively equal basic prerequisite between manufacturers, and not as the main differentiating factor in consumer decision-making.

In contrast to quality, the results of this study confirm that product design and promotion have a positive and significant effect on purchase decisions. This means that the more attractive and innovative the furniture designs offered and the more effective the promotional strategies used, the higher the tendency of consumers to make purchases. These findings are supported by research by Afdillah Nur Aisyah Sinaga et al. (2023) who found that product design and promotion have a positive and significant effect on consumer purchasing decisions in IntanCake's MSMEs. The research proves that the combination of design that meets consumer needs with targeted promotions can increase buying interest as well as purchase decisions. These results are also in line with Tabelessy's (2021) research which confirms that design and promotion have a significant influence on purchase decisions, because consumers tend to be more responsive to products that are not only visually appealing, but also supported by promotions that provide real benefits, such as discounts, bundling, and customer testimonials.

Thus, the results of this study are consistent with previous research, that the success in influencing consumer purchasing decisions on pet furniture is more determined by the creativity of functional and trendy product designs, as well as the effectiveness of the promotional strategies implemented. These two factors provide real added value in the eyes of consumers and at the same time become a strong differentiator in market competition. In other words, the more attractive the product design and the more effective the promotional strategy implemented, the higher the tendency of consumers to make a purchase.

The Influence of Product Quality on Purchase Decisions

The results of the study showed that product quality did not have a significant effect on the purchase decision of pet furniture. This is indicated by a significance value of 0.070 ($p > 0.05$) and a calculated t value of 1.820 which is smaller than the t of the table of 1.971. This condition indicates that although product quality is seen as important, it is not yet the main consideration for consumers in deciding to purchase pet furniture.

These findings are consistent with research by Taslim & Rahman (2023) which shows that product quality has a positive but insignificant effect on purchase decisions, as consumers are more likely to pay attention to other factors such as price or promotion. Similar results were also shown by Indah Mutannisa et al. (2022), which found that product quality did not have a partially significant effect on furniture purchase decisions, although it was still simultaneously affected by other variables such as price. In addition, research by Reinout & Budi (2021) also supports this result by proving that product quality has a positive but not significant effect on purchasing decisions, so quality is seen more as a basic prerequisite than a differentiating factor. Similarly, Hananto (2021) found that product quality does not have a significant effect on purchase decisions, which shows that consumers value quality as something relatively homogeneous between furniture brands, so it is not a dominant factor in influencing their choices.

In the context of pet furniture, there are several explanations why quality is insignificant. First, consumers often use product design as a reflection of quality. When the design of a piece of furniture looks innovative, aesthetic, and trendy, consumers tend to immediately think that the product is of good quality, even if they do not evaluate in detail technical aspects such as

material or durability. In other words, a positive perception of automated design increases the perception of quality.

Second, price and brand factors also play a role in shaping the perception of quality. Many consumers think that furniture with a higher price or from a well-known brand must have better quality. This mindset becomes a "shortcut" in decision-making, so they no longer make quality a directly evaluated variable, but rather assumed from price and brand reputation.

Thus, the results of this study reinforce evidence from previous research that product quality tends to be seen as a basic standard that must be met by manufacturers, but not the main factor that differentiates consumer choice. Purchase decisions are more determined by other factors such as innovative designs, promotions that provide direct benefits, and price and brand reputation that are used as indirect indicators of quality.

The Influence of Product Design on Purchase Decisions

The test results showed that the product design variable had a positive and significant effect on the purchase decision, as shown by the t-calculated value of 8.690 with a significance level of 0.000 ($p < 0.05$). This indicates that the more attractive, innovative, and in line with the design of pet furniture with consumer preferences, the more likely consumers are to make a purchase. In the context of pet furniture, the design not only pays attention to comfort for the animal, but must also be in harmony with the interior aesthetics of the owner's home, so as to present both function as well as visual value.

These findings are consistent with research by Puspanendra & Ariasih (2024) which shows that product design has a significant effect on purchasing decisions because innovative designs increase consumer appeal. Sulistyo's research (2023) also confirms that product design plays an important role in purchasing decisions, especially because the design is able to reflect consumers' tastes and lifestyles. In addition, research by Afdillah et al. (2023) proves that product design has a significant positive influence on purchasing decisions, especially when adjusted to consumer needs.

Tabelessy's research (2021) also strengthens this finding with the result that product design has a significant effect on purchasing decisions, because consumers are more interested in products with attractive visual appearances and practical value. Likewise, Wicaksana (2020) found that product design has a significant influence on furniture purchase decisions, showing that the design aspect is the main factor that consistently influences purchasing behavior in the furniture category.

Thus, the results of this study are in line with a number of previous studies that confirm that product design is a central factor in influencing purchasing decisions. Consumers not only assess function, but also prioritize innovation, aesthetics, and design suitability with space needs and lifestyle trends. Therefore, pet furniture development strategies need to focus on creative, functional, and aesthetic designs as an effort to increase appeal as well as consumer purchase decisions.

The Influence of Promotions on Purchase Decisions

The test results showed that the promotion variable had a positive and significant effect on the decision to purchase furniture for pets, with a t-count value of 7.817 and a significance level of 0.000 ($p < 0.05$). This indicates that the implementation of the right promotional

strategies, such as giving discounts, campaigns through social media, and collaborations with animal lover influencers, has an important role in encouraging consumers to make purchases.

These findings are in line with research by Afdillah et al. (2023) who found that promotions have a positive and significant influence on consumer purchasing decisions, particularly when promotional strategies offer clear direct benefits, such as discounts or bundling programs. Tabelessy's (2021) research also supports these results by showing that promotions play a significant role in influencing purchasing decisions, as consumers tend to be more responsive to promotional strategies that provide real added value. In addition, research by Irpan Bahri & Raymond (2022) found that promotions have a significant effect on coffee purchase decisions at Setara Coffee Batam, showing that effective promotion strategies can influence consumer behavior even in products with specific markets. The results of this study are also relevant to the research of Priandewi (2021) which emphasizes that promotions have a significant effect on product purchase decisions on Lazada e-commerce, especially through discount and free shipping programs that are considered very attractive to consumers.

Thus, the results of this study reinforce previous findings that effective promotion depends not only on frequency, but also on the quality of the message and the clarity of the benefits offered. In the context of pet furniture, education-based and lifestyle-based promotional strategies that resonate with target audiences have proven to be better able to build engagement and drive consumer purchasing decisions.

CONCLUSION

Based on the results of the data analysis and discussion, it can be concluded that product quality, product design, and promotion simultaneously have a significant influence on purchasing decisions for pet furniture, contributing 70.1% to the decision-making process. Among these factors, product design and promotion show positive and significant effects, emphasizing that aesthetic appeal, visual attractiveness, and digital promotion strategies such as social media, testimonials, and influencer endorsements are the main drivers of consumer interest. Meanwhile, product quality, although perceived positively, does not have a significant effect, suggesting that consumers tend to prioritize emotional, aesthetic, and promotional aspects over purely rational considerations. These findings indicate that the pet furniture market in Indonesia is shaped more by lifestyle and emotional attachment than by functional assessments. Future research is suggested to include additional variables such as brand image, price sensitivity, and consumer trust, as well as to apply longitudinal studies to capture shifting consumer trends. For practitioners, it is recommended to combine innovative designs with transparent promotional campaigns and educational content that highlights safety and comfort features to strengthen consumer confidence and long-term loyalty.

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