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THE INFLUENCE OF ISLAMIC PRODUCT QUALITY AND DESIGN ON MUSLIM CONSUMER INTEREST IN ARUNG MEUBEL PRODUCTS IN SORONG CITY

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Abstract: *This study aims to determine how much impact or influence arises from product quality and Islamic design on Muslim consumer satisfaction on Arung Meubel sofa products in the city of Sorong. To achieve this goal, the research method used is quantitative. The data in this study were obtained through a questionnaire with respondents (consumers of Arung Furniture). The number of samples used in this study were 30 respondents. Data analysis techniques in this study used multiple linear regression, f test, coefficient of determination (simultaneous), and t - test (partial). The results of the study show that product quality and Islamic design have a significant effect on Muslim consumer satisfaction. Based on the results of the validity test, reliability test and hypothesis testing, namely the simultaneous test (f - test), the coefficient of determination, and the partial test (t - test) product quality (X1) and design (X2) showed that the results of these tests show a significant effect on consumer satisfaction (Y).*

Keywords: *Product Quality; Design; Customer Satisfaction*

INTRODUCTION

Currently the Furniture Industry is a method or way for craftsmen in certain areas in Indonesia as a land to make a living (Arif, 2013) . Consumer satisfaction is a feeling of pleasure or a feeling of not being disappointed in someone who comes from a comparison between their impression of the performance or results of the product they expect. (Panggabean, 2002) . Consumers expect the product or service they buy to meet or exceed a certain level of quality as advertised. Quality is determined by conformity with the specifications offered (Wibowo, 2014) .

Industrial companies definitely want their products to be the best from other products. So that companies are required to develop product quality according to consumer desires, as a way to get high profits and also to satisfy their customers (M. Taufiq Amir, 2005) . Therefore, the company must evaluate the product (Fransiska, 2018) which is produced to be able to continue to develop the quality of its products.

One way that can be taken in developing product quality is to know the elements that make a difference in a product, so that it can provide added value or benefits and can be taken into consideration for consumers to make purchases of a product, examples of elements that make a difference on a product, namely product quality and design .

Quality development is very important for an industry in facing competition, this is because quality is an indicator of the level of consumer interest in a product. The product here is whatever is the right of ownership (Ismail Pane, 2022) (Asyura, 2019) that can be offered to consumers, for use that can satisfy their wants or needs (M. Taufiq Amir, 2005) . The quality of a product is a consideration for consumers in buying the product to be purchased.

In addition to quality, the design of a product can also influence consumers ' decisions to make purchases, because product design is very important for consumers. Therefore, the furniture owner must find out how much design to invest in to increase the revenue yield. A well-designed product is one that is easy to manufacture and distribute (Kusmadi, 2014) . For customers, a well-designed product is one that looks pleasing to the eye, safe, comfortable and sturdy when used.

With the design goals of a diverse product, produce up-to-date products and meet the desires of consumers and producers. Furthermore, by designing a product before it is produced and marketed, it is hoped that these products will not circulate as long as they are, but can provide use value for society (Budi Harsanto, 2013) .

Based on this background, a study related to product quality and design is urgently needed to refine previous studies that have been carried out by other researchers, such as Ananda Febri Pamungkas' study which discusses consumer interest but focuses on service and promotion (Pamungkas & Husnayetti, 2022) . In addition, there is also a study by Marlina Kurnia which discusses the factors that influence consumer interest (Kurnia & Suwiknyo, 2018) . Furthermore, Dwi Aliyyah Apriyani's study discussed the effect of service on consumer satisfaction, whose study was conducted at The Little A Coffee Shop Sidoarjo (Apriyani, d & sunarti, 2017) .

Based on the previous studies, it can be understood that this study is very different from previous studies because of the different substances studied and also the different places used as research locations, so that this research has high novelty because it can find out how much influence Islamic design has on people's interests . Muslim consumers on ordering sofas at Arung Furniture, Sorong City. Apart from that, this Arung Meubel company also has a uniqueness, in which its product design is Islamic so that it is different from products at other companies or places selling sofas, so this is also a reason why this research was conducted at Arung Meubel.

METHOD

Based on the initial study of researchers at Arung Meubel, it was seen that most of the visitors were mothers who used the headscarf, so this indicated that most of the consumers at Arung Meubel were Muslims, so the researchers hypothesized that this was influenced by the design of the sofas which were Islamic models. This study uses a quantitative research methodology (Ardiawan, 2022) , which is a methodology based on data from measurement results based on existing research variables (Syofian Siregar, 2017) . Quantitative research is a research method based on the philosophy of positivism (Sugiyono, 2010) . The sample in this study was 30 Muslims consisting of 19 women and 11 men. The sampling technique was carried out non- randomly, data collection used research instruments, data

analysis was quantitative or statistical with the aim of testing the established hypotheses.

This research was conducted at Arung Meubel which is the largest sofa manufacturing site located in the city of Sorong, West Papua. Sample in this research is consumers who buy sofas at Arung Meubel from March 2022 to April 2022 with the criteria of Muslim consumers who are from 17 years old above (based on ID card) because it can be considered as making their own decisions regarding the requested data or information . Data collection techniques and instruments the main one is a questionnaire, and besides that it also uses support techniques through documentation, observation, and interviews. For the measurement method on the questionnaire, the Likert scale was used with the parameters very interested, interested, not interested and very not interested.

In this study, analysis is used to determine the effect of product quality and Islamic design on the interest of Muslim consumers, namely Multiple Linear Regression. Multiple linear analysis is used to determine the relationship between the independent variable and the dependent variable, namely between product quality (X1) and design (X2) on income (Y) (Muhammad, 2017) . In addition to knowing the extent to which the magnitude of the influence between the independent variable and the dependent variable. The multiple linear regression equation used in this study is:

$$Y = a + b_1 X_1 + b_2 X_2 + ei$$

Information:

Y = Income outcome variable

a = Constant number

b_1 = Product quality regression coefficient

b_2 = Design regression coefficient

X_1 = Product quality

X_2 = Design

ei = Other variables studied

Meanwhile, to prove the truth of the hypothesis of this study, several truth tests must be passed, including the Simultaneous Test. The F test is

used to determine the effect of the independent variables simultaneously on the dependent variable. If the calculation results f count <f table then H_0 it is rejected, thus it can be said that the independent variables from the multiple linear regression model are able to explain the dependent variable. The coefficient of determination , which is to find the magnitude of the coefficient of determination of the independent variable on the dependent variable (Sugiyono, 2013) .

DISCUSSION

DATA PRESENTATION

CHARACTERISTICS OF RESPONDENTS

The population in this study were consumers at Arung Meubel, while the number of samples taken was 30 Muslim respondents. The following are the characteristics of the respondents used in this study, including:

a. Respondents by Gender

Table 1

Data by Gender Level

No	Gender	Frequency	Percentage
1.	Man	11	63%
2.	Woman	19	37%
	Total	**30**	**100%**

Source: Raw data processed in 2022

The data in the table above shows that the highest percentage of sex is female with 19 respondents with a percentage of 63% while the lowest percentage of sex is 11 male respondents with a percentage of 37%.

b. Respondents Based on Age

Respondents descriptive in age classification, the researchers divided them into 4 types, including respondents aged 18-25 years, 26-30 years, 31-40 years, and >40 years. The description of respondents based on age can be seen as follows:

Table 2

Data Based on Age Level

No	Age	Frequency	Percentage
1.	18-25 Years	2	7%
2.	26-30 Years	8	27%
3.	31-40 Years	13	43%
4.	> 40 Years	7	23%
	Total	**30**	**100%**

Source: Processed raw data

The data in the table above shows that the highest percentage of respondents is aged 31-40 years, namely 13 respondents with a percentage of 43%. Then the lowest percentage of respondents is aged 18-25 years, namely 2 respondents with a percentage of only 7%.

c. Respondents Based on Education

Table 3

Data Based on Education Level

No	Education	Frequency	Percentage
1.	junior high school	5	17%
2.	high school	7	23%
3.	D3	-	-
4.	S1	2	7%
5.	S2	1	3%
6.	Other	15	50%
	Total	**30**	**100%**

Source: Raw data processed

The data in the table above shows that the highest level of education of the respondents is the other, namely as many as 15 respondents with a percentage of 50%. And the one that shows the lowest level of respondent's education is S2, which is only 1 respondent with a percentage of 3%.

d. Respondents by Occupation

Table 4

Data Based on Employment Level

No.	Work	Frequency	Percentage
1.	civil servant	2	7%
2.	Self-employed	16	53%
3.	Laborer	5	17%
4.	Businessman	-	-
5.	Farmer	-	-
6.	Other	7	23%
	Total	**30**	**100%**

Source: Dolah Raw Data

The data in the table above shows that the highest level of employment of respondents is self-employed, namely as many as 16 respondents with a percentage of 53%. And those that show the lowest level of employment are civil servants, namely as many as 2 respondents with a percentage of only 7%.

DATA ANALYSIS AND HYPOTHESIS TESTING

RESEARCH INSTRUMENT TEST

a. Validity test

The validity test is carried out by comparing between r_{count} and r_{tabel} by using the product moment correlation coefficient formula proposed by Pearson, namely if $r_{count} > r_{tabel}$ then it can be declared valid and vice versa. To get it r_{tabel} done with the r product moment table, namely determining alpha = 0.05 then N (sample) = 30 people, so that the r table value can be obtained, which is equal to 0.361. then the results of the validity test can be presented in the following table:

Table 5

Product Quality Variable Validity Test Results (X_1)

Indicator	r Count	r Table	Information

X_1.1	0.748	0.361	Valid
X_1.2	0.720	0.361	Valid
X_1.3	0.751	0.361	Valid
X_1.4	0.787	0.361	Valid
X_1.5	0.807	0.361	Valid
X_1.6	0.684	0.361	Valid
X_1.7	0.803	0.361	Valid
X_1.8	0691	0.361	Valid
X_1.9	0.803	0.361	Valid
X_1.10	0.828	0.361	Valid

Source: Raw Data Processed in 2022

Based on the table above, it shows that each indicator (X_1.1-10 X_1.) shows significant results, so it can be concluded that each question in the table above is valid, because the r value has a calculated value that is greater than the r table value, namely (0.361).

Table 6

Product Design Validity Test Results (X_2)

Indicator	r Count	r Table	Information
X_2.1	0.781	0.361	Valid
X_2.2	0.735	0.361	Valid
X_2.3	0.677	0.361	Valid
X_2.4	0.677	0.361	Valid
X_2.5	0.681	0.361	Valid
X_2.6	0.760	0.361	Valid
X_2.7	0.720	0.361	Valid
X_2.8	0.781	0.361	Valid
X_2.9	0.854	0.361	Valid

X_2.10	0.827	0.361	Valid

Source: Raw Data Processed in 2022

Based on the table above, it shows that each of the product Islamic design variable question indicators shows significant results, with a significant value <0.05, the product Islamic design variable is valid.

Table 7

Consumer Interest Validity Test Results (Y)

Indicator	r Count	r Table	Information
Y. 1	0.733	0.361	Valid
Y.2	0.569	0.361	Valid
Y.3	0.766	0.361	Valid
Y.4	0.642	0.361	Valid
Y.5	0.702	0.361	Valid
Y.6	0.714	0.361	Valid
Y.7	0.741	0.361	Valid

Source: Raw Data Processed in 2022

Based on the table above, it shows that each indicator shows significant results, so it can be concluded that each indicator of consumer interest variable questions is valid.

b. Reliability Test

The reliability test was used to determine whether a questionnaire was reliable or not, with the help of the SPSS 25 program. The method used to measure the reliability of the questionnaire was the Conbarch's Alpha method . A variable is said to be reliable if it gives a Conbarch's Alpha value greater than 0.60 (Gunawan, 2016) .

Table 8

Product Quality Reliability Test Results (X_1)

Reliability Statistics

Cronbach's Alpha	N of Items

| 0.919 | 10 |

Source: Raw Data Processed in 2022

Based on the results of the reliability test using the Cronbach's Alpha statistical test , it shows that Cronbach's Alpha > 0.60, namely 0.919 > 0.60, this indicates that the variable is declared reliable.

Table 9

Design Reliability Test Results (X_2)

Reliability Statistics

Cronbach's Alpha	N of Items
0912	10

Source: Raw Data Processed 2022

Based on the results of the reliability test using the Cronbach's Alpha statistical test , it shows that Cronbach's Alpha > 0.60, namely 0.912 > 0.60, this indicates that the variable is declared reliable.

Table 10

Consumer Interest Reliability Test Results (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
0.815	7

Source: Raw Data Processed 2022

Based on the results of the reliability test using the Cronbach's Alpha statistical test , it shows that Cronbach's Alpha > 0.60, namely 0.815 > 0.60, this indicates that the variable is declared reliable.

c. Hypothesis testing

Multiple Linear Regression Test

Multiple linear regression analysis was used to determine the influence of product quality and design variables partially or simultaneously on sales volume at Arung Meubel Sofa. Statistical calculations in multiple linear regression analysis are explained through the following simultaneous test tables and partial tests:

1) Simultaneous Hypothesis Test (Test F)

The F test is used to determine whether the independent variables simultaneously affect the dependent variable, using the error rate used is 0.05.

To find out the f table, the formula f = nk-1 is used. So f = 30-2-1 = 27. Then the f table of 30 is 3.35. The decision-making criteria used in this test are as follows:

a) If the significant value <0.05 then there is a simultaneous influence of the independent variable on the dependent variable.

b) If the significant value is > 0.05, then there is no effect of the independent variable on the dependent variable.

Table 11

Simultaneous Hypothesis Test (Test F)

ANOVAᵃ

Model	Sum of Squares	df	MeanSquare	F	Sig.
1 Regression	132,856	2	66,428	54,332	.000ᵇ
residual	33011	27	1,223		
Total	165,867	29			

c) Dependent Variable: Consumer Interest

d) Predictors: (Constant), Design, Product Quality

Source: Raw Data Processed in 2022

The f test is used to test the significance of the influence of the independent (independent) variables simultaneously on the dependent (dependent) variable. It is known that the calculated f value of the independent variable is greater than the f table (54,332 > 3.35) with a significant value below 0.05, namely 0.000. with that H_a acceptable. Then the independent variable simultaneously on the dependent variable has a significant effect.

2) Coefficient of Determination

The coefficient of determination (R^2) basically measures how far the model's ability to apply variations to the dependent variable. A value R^2 close to one means that the independent variables provide almost all the information needed to predict the variation of the independent variables. The results of the calculation of the coefficient of determination can be seen in the following table:

Table 12

Product Quality Determination Coefficient Test Results (X_1)

Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.842ᵃ	.709	.698	1,313

a. Predictors: (Constant), Product Quality

Source: Raw data Processed in 2022

The results of the table analysis The coefficient of determination on product quality (X_1) shows that the value of the adjusted R square is 0.709. this means that 70.9% of consumer interest can be explained by product quality variables, while the remaining 29.1% of consumer interest is explained by other factors not explained in the regression model obtained.

Table 13

Design Determination Coefficient Test Results (X_2)

Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.895ᵃ	.801	.794	1,086

a. Predictors : (Constant), Design

Source: Raw data Processed in 2022

The results of the table analysis of the Coefficient of determination on Design (X_2) show that the value of the adjusted R square is 0.801. this means that 80.1% of consumer interest can be explained by Islamic design variables, while the remaining 19.9% of consumer interest is explained by other factors not explained in the regression model obtained.

3) Partial Hypothesis Test (t test)

The partial t test is a test to show the effect of one independent variable in the model in a dependent manner. To find out the value of t table, the degree of freedom formula (df) = nk-1 is used, so (df) = 30-2-1 = 27. Then the t table of 27 is (2.052). Therefore, the decision-making criteria used in this test are as follows:

a) If the t count > t table then H_0 it is rejected and H_a accepted.

b) If the value of t count < t table then H_0 accepted and H_a rejected.

  Based on significant value:

a) If the significant value <0.05 then the independent variable has a significant effect on the dependent variable.

b) If the significant value is > 0.05, the independent variable has no significant effect on the variable.

Table 14

Partial Test Results (t test) Product Quality (X_1)

Coefficients[a]

Model	Unstandardized Coefficients		standardized Coefficients		
	B	std. Error	Betas	Q	Sig.
1 (Constant)	5,842	2,944		1984	057
Product quality	.565	068	.842	8,256	.000

a. Dependent Variable: Consumer Interest

Source: Raw Data Processed in 2022

The t test value on the product quality variable (X_1) is 8,256 with a significant level of 0,000. by using a significance limit of 0.05 we get a t table of 2.052. this means t count > t table and a significance value of 0.000 > 0.05 which means H_0 rejected and H_a accepted. Thus it can be concluded that the product quality variable has a significant effect on consumer interest or H_a accepted.

Table 15

Partial Test Results (t test) Design (X_2)

Coefficients^a

Model	Unstandardized Coefficients		standardized Coefficients	Q	Sig.
	B	std. Error	Betas		
1 (Constant)	4,044	2,459		1,644	.111
Design	.604	057	.895	10615	.000

a. Dependent Variable: Consumer Interest

Source: Raw Data Processed in 2022

The t test value on the Islamic design variable (X_2) is 8.256 with a significant level of 0.000. by using a significance limit of 0.05 obtained t table of 2.052. this means t count > t table and a significance value of 0.000 <0.05 which means H_0 rejected and H_a accepted. Thus it can be concluded that Islamic design variables have a significant effect on consumer interest.

THE INFLUENCE OF ISLAMIC PRODUCT QUALITY AND DESIGN ON MUSLIM CONSUMER INTERESTS

Based on this research, it was conducted in order to determine the effect of each independent variable consisting of product quality and Islamic

design on the dependent variable, namely the interest of Muslim consumers, which can be explained as follows:

a. The effect of product quality on consumer interest in Arung Furniture sofa products.

Based on the results of the tests that have been carried out using SPSS 25 above concerning the effect of product quality on consumer interest, it is evident that there is a significant influence between product quality and consumer interest in Arung Meubel sofa products.

This can be seen from the results of the hypothesis on the product quality variable t test (X1) showing t count with a significant value of 0.000 or below 5% (0.05). so that in the end product quality has a significant influence on consumer interest in Arung Meubel sofa products.

Therefore, it can be concluded that based on testing of 30 respondents taken as consumers who use Arung Meubel sofa products it is proven that they accept X1 that there is a significant influence between product quality on consumer interest in Arung Meubel sofa products in accordance with the hypothesis previously written.

b. The influence of Islamic design on Muslim consumer interest in Arung Meubel sofa products.

Based on the results of the tests that have been carried out using SPSS 25 above regarding the effect of product quality on consumer interest, it is evident that there is a significant influence between design and consumer interest in Arung Meubel sofa products.

This can be seen from the results of the hypothesis on the t test of the Islamic design variable (X2) showing t count with a significant value of 0.000 or below 5% (0.05). so that in the end the design has a significant influence on consumer interest in Arung Meubel sofa products.

Therefore, it can be concluded that based on testing of 30 respondents taken as consumers who use Arung Meubel sofa products it is proven to accept X2 that there is a significant influence between Islamic designs on Muslim consumer interest in Arung Meubel sofa products so that this conclusion is in accordance with the initial hypothesis that has been stated before.

CONCLUSION

Based on the results of the research and analysis that has been carried out, it can be concluded that the product quality variable is very influential on the interest of Arung Furniture Muslim consumers . This can be seen t count 8.256 > t table 2.052 with a significant level of 0.000 <0.05, which means product quality has a significant effect on Muslim consumer interest in Arung Meubel sofa products. Then the Islamic design variable (X2) is also very influential on the interest of Arung Furniture Muslim consumers . This can be seen t count 10.615 > t table 2.052 with a significant level of 0.000 <0.05, which means that Islamic design has a significant effect on Muslim consumer interest in Arung Meubel sofa products. Based on these findings, it can be generalized that Muslims in the city of Sorong are very concerned about quality and Islamic design in every product purchase, both sofa products and other products.

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