The Influence of Premium Materials and Design Innovation on Erigo Brand Competitiveness in the Global Market

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Abstract

This study examines the influence of premium materials and design innovation on the competitiveness of the Erigo brand in the global market. The method used is descriptive quantitative, with a sample of 100 students from the Faculty of Economics and Islamic Business, UINSU. Data analysis was conducted using multiple linear regression through SPSS. The results indicate that premium materials and design innovation have a positive and significant effect on Erigo's competitiveness. These findings highlight the importance of material quality and product innovation in enhancing the position of local brands in the international market.

INTRODUCTION

In the era of globalization, where technology continues to develop rapidly, innovation is now the main key to maintaining a company's competitiveness in the international market. No longer just competing with domestic competitors, companies must also face fierce competition from global companies that use more sophisticated marketing strategies.(Ashhab & Wahib, 2024).

American Marketing Association in research(Khori Ayu Tridyanthi et al., 2023), explains that marketing is a world implementation in business that directs the flow of goods and services from producers to consumers or users. One of the key factors in international marketing success includes a deep understanding of various cultures, consumer behavior, and market trends.(Wardhana, 2024).

Talking about the business sector, it is known that there are various types of industries in it. One of them is the fashion industry. According to Collins, the fashion industry has the following definition: "the industry that deals with the world of fashion," which means an industry related to the world of fashion. The world of fashion referred to here includes everything related to clothing manufacturing, from the design process, production, distribution, to commercialization(Kornelis, 2022).

Based on retizen.co.id and tempo.co, one of the local fashion brands in Indonesia

that is widely liked by teenagers today is the Erigo brand, whose products include bags, t-shirts, shirts, and others. In 2021, the local fashion brand Erigo made a splash by appearing in New York Time Square and successfully attending one of the world's biggest fashion events, New York Fashion Week. Muhammad Sadad is the founder of Erigo who started his business in 2010 with the initial name Selected and Co in Depok. Then, in 2013, Sadad changed it to the name Erigo. Most recently in 2024, Muhammad Sadad expanded his business wings by establishing Erspo, a sub-brand that focuses on the sportswear industry. Erspo officially became a partner of PSSI to provide the Indonesian national team jersey, marking a new step in the sportswear industry.

Porter said that a country will gain competitive advantage (CA) if the companies in that country are competitive. A country's competitiveness is determined by the industry's ability to innovate and improve its capabilities.(Lubis & Rahmani, 2023).

Research resultWinarni (2021)shows that there are four dimensions of factors determining business competitiveness, namely: demand conditions, resource factor conditions, related industry conditions and supporting industries, as well as competitive structure conditions and company strategy.

Selection of premium material variables and design innovation based on the 4P marketing strategy factors Product, Price, Place and Promotion(Hamdani & Himawan, 2020). Thus, the competitiveness of a country or company is highly dependent on innovation, quality of resources, market demand, support of related industries, and effective competitive strategies and structures, which collectively form a competitive advantage in the market.

The use of premium materials is something that needs to receive primary attention from companies or producers, considering that this variable is closely related to consumer decision issues which are the key to competitiveness in the market. Premium Material is related to the issue of consumer satisfaction which is the goal of marketing activities carried out by the company. Shows how long the product is durable, how trustworthy the product is, how easy it is to operate and maintain and other attributes valued by consumers.(Octaviani & Batu, 2022).

Product innovation plays an important role in creating added value for the company. Innovative products not only attract consumer interest, but can also provide

significant differentiation compared to competing products. In this context, companies are required to not only follow market trends, but also become pioneers in creating relevant innovations.(Khaqqoh, 2024).

This is then used to develop the products owned and poured into the product itself and then marketed to the right consumers so that it can become a strategic choice for management to compete and survive in the business world.(Anom Pancawati, 2022). Therefore, it is also necessary to focus on innovation activities.(ND Wahyuni & Kusumasari, 2023).

Existing previous studies such asTamba et al., (2024)about watches andMutiara et al., (2024)about furniture only examines the non-fashion sector with different market characteristics. Research on the integration of premium materials and innovative design in the global fashion industry, especially local Indonesian brands such as Erigo, is still very limited. StudiesSyaputra et al., (2023)in Pontianak only analyzes competitiveness in the domestic market. This study offers novelty by simultaneously examining "The Influence of Premium Materials and Design Innovation on the Competitiveness of the Erigo Brand in the Global Market".

The increasing global awareness of the impact of industry on the environment has seen the emergence of a Slow Fashion trend that emphasizes ethical and environmentally friendly production systems.(Suanto & Sutanto, 2022). Slow fashion advocates consumption practices that prioritize quality over quantity, by choosing clothing that is durable and responsibly produced. The trend emphasizes reducing waste, using environmentally friendly materials, and creating clothing that is designed to last.(Yusuff, 2024). With the right approach, local brands can create a strong position in the international fashion market while maintaining local identity and values.(Asti & Ayuningtyas, 2020).

From the phenomenon of changing trends that occur, global consumer demands for environmentally friendly products are increasing. Implementing sustainable production practices, such as the cost of using environmentally friendly materials and ethical production processes, is a challenge for local brands. which causes erigo to be more adaptive in producing products in order to compete in the global market. The urgency of this research lies in the need to understand and implement environmentally friendly materials and effective design innovations to face the tight competition in the fashion industry. The results of the study are expected to be a

reference for industry players in developing products to compete in the global market.

METHODS

The type of research used in this study is associative quantitative which identifies all variables and finds relationships between variables. The type of research used in this study is associative quantitative, associative quantitative is a study that aims to determine the relationship between two or more variables.

According to Sugiyono 2013, quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to research certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative/statistical with the aim of testing the established hypothesis.

Multiple linear regression models are used to determine the effect of independent variables on dependent variables. This multiple linear regression analysis is used to determine the Effect of Premium Material and Design Innovation on Erigo Brand Competitiveness in the Global Market. In general, the multiple regression equation itself is as follows:

$$DS = a + b1MP + b2ID + e$$

Description =

DS = Erigo Brand Competitiveness in the Global Market

a = Constant

b1b2 = Multiple regression coefficient

MP = Premium Material

ID = Design Innovation

e= Standard error

Population and Sample

The population in this study were students of the Faculty of Islamic Economics and Business, State Islamic University of North Sumatra, totaling 4300 people, based on data obtained from the official website uinsu.ac.id. The sample of this study was determined using purposive sampling using the Slovin formula.

$$n = \frac{N}{1+Ne2} = = 97.73 \quad n = \frac{4300}{1+4300\times(0,10)^{\,2}} = \frac{4300}{44}$$

Information:

n = Number of samples

N = Population size

e = 10% margin of error

Based on the calculation with a margin of error of 10%, the number of samples confirmed to be 100 respondents. The sample criteria in this study are FEBI UINSU students who are active in following fashion trends in the global market.

Data collection technique

The data used in this study are primary data, obtained through questionnaires and require further processing. The questionnaire method is a data collection technique using a form containing questions submitted in writing to individuals or groups to obtain answers, responses, and relevant information. The measurement scale in this study uses the Likert Scale. The following is the operationalization of the research variables used.

Table

Respondent characteristics based on gender

Gender	Amount	Percentage
Woman	40	41.67%
Man	56	58.33%
Amount	96	100.00%

Source: Author 2025

RESULTS AND DISCUSSION

Validity Test

Validity test is conducted to determine whether the questionnaire items are correlated or not. Validity test is conducted by comparing the correlation results of each respondent's answer scores with the total score of each variable with a critical value at a significance level of 0.05 and 0.01. If the significance value is less than 0.05, then

the data is said to be valid or correlated. Validity test is also conducted by looking at the calculated r and the table r value. If the calculated r value is greater than the table r, then the data is declared valid or correlated. The calculation results using SPSS version 25 show that:

Table

Validity Test

Question	Rcount Value	Significant Value
MP1	0.901	0,000
MP2	0.889	0,000
MP3	0.911	0,000
MP4	0.867	0,000
MP5	0.821	0,000
ID1	0.878	0,000
ID2	0.941	0,000
ID3	0.882	0,000
DS1	0.878	0,000
DS2	0.857	0,000
DS3	0.730	0,000
DS4	0.879	0,000
DS5	0.845	0,000
Significance	0.05	
Rtable value	0.2006	

Source: Research Data, 2025 (Processed Data)

From the data results above, we can see that each question has a significance value below 0.05 and the calculated r value is greater than the r table. Thus, the data is

declared valid or correlated and can be continued to the next test.

Reliability Test

The reliability test in this study is to measure the level of certainty of the measurement results. In this study, testing reliability is by looking at the Cronbach Alpha value or the alpha coefficient value of reliability. If the alpha value is more than 0.6 then the data is declared reliable.

Table

Cronbach's Alpha

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.927	13

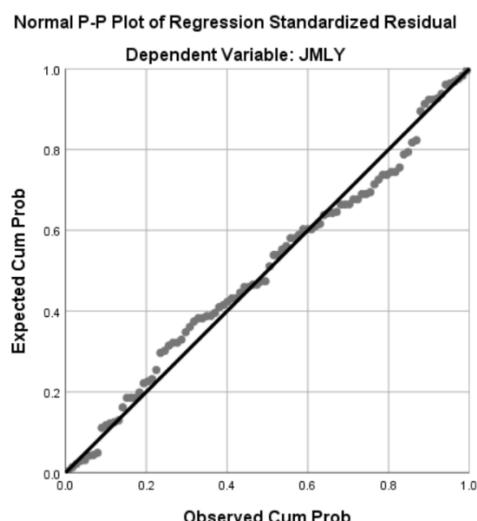**Source: Research Data, 2025 (Processed Data)**

From the calculation results, it shows that the AlphaCronbach value or the alpha coefficient reliability value of 0.927 is greater than 0.6. Thus, the data is declared reliable so that it can be tested further.

Classical Assumption Testing

In multiple linear regression, there are several classical assumptions of multiple regression or also known as BLUES (Best Linear Unbias Estimation). Testing classical assumptions simply aims to identify whether the regression model is a good model or not.

Normality

Data normality testing is done to see whether in the regression model, the dependent and independent variables have a normal distribution or not. If the data is spread around the diagonal line and follows the direction of the diagonal line, then the regression model meets the requirements of the normality assumption.

Normality Figure (P-plot)

Source: Research Data, 2025 (Processed Data)

The image above indicates that the regression model has met the assumptions previously stated, so that the data in the regression model of this study tends to be normal.

Multicollinearity

Used to test whether a strong correlation is found in the regression model between independent variables. The method used to assess it is by looking at the value of the Variance Inflation Factor (VIF). The method used to assess it is by looking at the value of the variance factor <10 or Tolerance> 0.1.
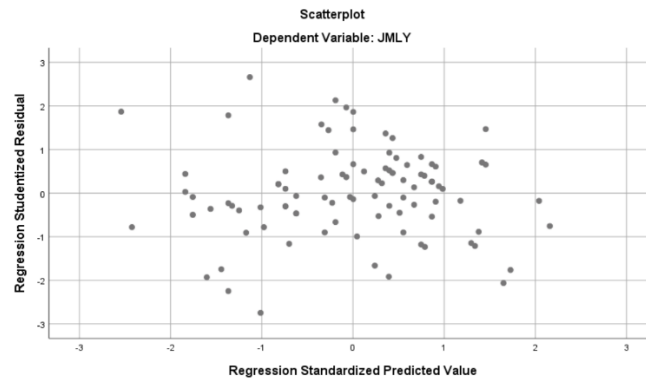
Multicollinearity Table

Model	Collinearity Statistics	
	Tolerance	VIF
1 (constant)		
Premium Materials	,331	3,019
Design Innovation	,331	3,019

Source: Research Data, 2025 (Processed Data)

From the table above, it can be concluded that there is no multicollinearity.

Heteroscedasticity

Heteroscedasticity Test Image

Source: Research Data, 2025 (Processed Data)

The image above shows that the points are spread randomly, do not form a clear/regular pattern, and are spread both above and below the number 0 on the Y axis. Thus, "there is no heteroscedasticity" in the regression model.

Multiple Linear Analysis Test

Hypothesis testing is conducted with the aim of determining whether the proposed hypothesis is accepted or not. In this study, the proposed hypothesis is the Influence of Premium Material and Design Innovation on the Competitiveness of the Erigo Brand in the Global Market. To test whether the hypothesis is accepted or not, a multiple regression test will be conducted with the help of SPSS 25 to facilitate researchers in analyzing the data. The results of the SPSS calculation are as follows:

Table

Multiple Linear Regression Test

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	2,392	,995	
Premium Materials	,411	,100	,429
Design Innovation	,679	,168	,424

    a. Dependent Variable: Competitiveness

Source: Research Data, 2025 (Processed Data)

From calculations using a computer program and using the SPSS 25 application, the results are:

a   =2,392

b1   = 0.411

b2   = 0.679

Thus, the multiple regression equation can be known as follows:

DS=2,392+ 0,411-MP+ 0,679-ID

Information:

a. The constant value is2.392 means that if the MP and ID variables have a value of zero then the DS of the Erigo Brand in the Global Market is 2.392.

b. The beta coefficient value is0.411 on the MP variable means that if the Erigo brand uses MP, DS in the global market will increase by 41.1%. Assuming that the other independent variables of the regression model are fixed.

c. The beta coefficient value is 0,679 on the ID variable means that if the Erigo brand can provide an attractive ID it will increase by 67.9%. Assuming that the other independent variables of the regression model are fixed.

t-test

To see the influence of independent variables on dependent variables individually, the following hypothesis can be seen:

1. If the t-count significance value is greater than 0.05 (t-count significance > 0.05) then Ho is accepted.

2. Meanwhile, if the t-count significance value is less than 0.05 (t-count significance < 0.05) then Ha is accepted, which indicates that the independent variable has an effect on the dependent variable.

To find the t-value of the previous table, first determine the df value using the formula: df = n − k df = 100 − 3 = 97, then the t-value of the table is1,984 obtained from the statistical table.

t-Test Table

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		

	B	Std. Error	Beta	t	Sig.
1 (Constant)	2,392	,995		2,406	,018
Premium Materials	,411	,100	,429	4,090	,000
Design Innovation	,679	,168	,424	4,043	,000

a. Dependent Variable: Competitiveness

Source: Research Data, 2025 (Processed Data)

Based on the results of the analysis, the explanation of the influence of each independent variable on the dependent variable is as follows:

1. Premium Material has a t-count significance value of 0.000. The results of the t-statistic test on Premium Material have a t-count significance value of less than 0.05 (0.000 < 0.05) and the regression coefficient has a positive value of 0.411. While the t-count value of 4.090 is greater than the t-table of1.984 (4.090 > 1.984). The results show that Premium Material has a positive and significant effect on Erigo Brand Competitiveness in the global market.

2. The significance value of Design Innovation is t-count of 0.000. From the results of the t-statistic test on the effectiveness variable, the significance value of t-count is smaller than 0.05 and the regression coefficient has a positive value of 0.679. While the t-count value of 4.043 is greater than the t-table of1.984 (4.043 > 1.984). The results show that Design Innovation has a positive and significant effect on Erigo Brand Competitiveness in the global market.

F Test

To calculate the F table, first calculate the value of the degrees of freedom using the formula:

df denominator = n – k = 100 – 3 = 97

df numerator = k – 1 = 3 – 1 = 2

With a significance level of 0.5% or 5%, the F table value is 3.10.

F Test Table

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1151,381	2	575,691	90,752	,000b
Residual	589,952	93	6,344		

Total	1741,333	95			

a. Predictors: (Constant), Premium Materials, Design Innovation

b. Dependent Variable: Competitiveness

Source: Research Data, 2025 (Processed Data)

The results of the value analysis of the table above show that the calculated F value is 90.752 with a significance value of 0.000. The calculated F value of 90.752 is greater than the F table value of 3.10 (90.752> 3.10) and the significance value of 0.000 is smaller than the specified significance value of 0.05 (0.000 <0.05). This shows that the alternative hypothesis that explains that premium materials and design innovation have a joint effect on the interest in the competitiveness of the Erigo brand in the global market.

Coefficient of Determination (R2)

The determination coefficient is intended to calculate the R square value. The determination coefficient is carried out to measure how far the model's ability to explain the variation of the dependent variable.

Determination Coefficient Test Table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,813a	,661	,654	2,519

a. Predictors (Constant),
b. Dependent Variable: Competitiveness

Source: Research Data, 2025 (Processed Data)

Based on the results of the analysis in the table, it shows that the calculation of the R square value is 0.654, which means that the influence of premium materials and design innovation on the competitiveness of the Erigo brand in the global market is a variable of 65.4%, while 34.6% is explained by other factors not included in the regression model.

Discussion

Premium materials influence the competitiveness of the Erigo brand in the global market

Premium materials have been proven to have a positive influence on the competitiveness of the Erigo brand in the global market. Consumers are increasingly paying attention to the quality of materials in the fashion products they choose, such as comfort when used, durability, and aesthetic appearance. Premium materials create the perception that the product has more value, thereby increasing customer trust and loyalty. By prioritizing material quality, Erigo is able to meet the expectations of the international market which

tends to demand high standards, both in terms of functionality and aesthetics. Good material quality also strengthens the brand image as a local brand that is no less competitive than international brands. This is in line withArman & Ali, (2025)AndSupriatna & Pratiwi, (2024)which emphasizes that product quality has a significant influence on increasing company competitiveness.

Design innovation influences the competitiveness of the Erigo brand in the global market

Design innovation plays an important role in strengthening Erigo's competitiveness in the international arena. Amidst the dynamics of global fashion trends that continue to develop, consumers are looking for products with unique, relevant designs that reflect their character. Erigo, which is able to present varied and attractive designs, not only meets market tastes but also creates a strong brand identity. Design innovation allows Erigo to remain relevant, differentiate itself from competitors, and even become a trendsetter in the industry. The ability to consistently innovate makes Erigo more adaptive to changes in global market tastes and needs. This is in line with researchAidhi et al., (2023)which shows that innovation plays an important role in increasing competitiveness. And researchGoddess & Sihotang, (2022)emphasized that product innovation has a significant influence on the competitive advantage of fashion products.

Premium materials and design innovation simultaneously influence the competitiveness

of the Erigo brand in the global market.

When premium materials and design innovation are applied together, the impact on competitiveness becomes even stronger. Both complement each other in forming products that are not only of high quality, but also visually and emotionally appealing. Products that are innovatively designed and made from the best materials are able to build a positive brand image, strengthen consumer trust, and create a competitive advantage. In this increasingly competitive era, the combination of material quality and design creativity is the main strategy to win the market. For local brands like Erigo, this approach is very important to penetrate the international market and maintain its existence sustainably. This is in line with researchFauziah et al., (2022)which shows that both product innovation and product quality simultaneously and partially have a significant influence on competitive advantage and research.The Storm of Muji Wahono & Ely Masykuroh, (2022)proves that product innovation has a positive and significant influence on competitiveness, both directly and through brand image as a mediating variable.

CONCLUSION

Based on the results of research and data processing through multiple linear regression analysis, it can be concluded that:

1. Premium Material has a positive and significant impact on the competitiveness of the Erigo brand in the global market. This shows that the use of high-quality

materials such as durability, reliability, and product aesthetics have a major contribution in increasing consumer trust and satisfaction with the Erigo brand.

2. Design Innovation also has a positive and significant impact on the competitiveness of the Erigo brand. Products with creative, varied, and trendy designs are able to attract the attention of global consumers, while strengthening brand identity.

3. Simultaneously, Premium Material and Design Innovation have a significant influence on the competitiveness of the Erigo brand in the global market. These two factors contribute 65.1% to increasing competitiveness, the rest is influenced by other factors outside the research model.

Suggestion

1. For Erigo Management:

   1) It is expected to continue to maintain and improve the quality of raw materials used, considering aspects of sustainability and environmental friendliness by establishing long-term contracts with premium material suppliers, so that prices are more stable and guaranteed.

   2) Increasing innovation capacity in product design that not only follows trends, but also creates new trends to maintain product differentiation in the international market.

2. For the Local Fashion Industry:

   1) This finding can be a reference that the combination of material quality and design innovation is an important strategy to compete globally. Other local fashion industries can adopt a similar approach to expand their market and increase their competitiveness.

   2) Further research could add other variables such as digital marketing strategy, brand image, or customer loyalty which also have the potential to influence brand competitiveness in the global market.

3. For Further Researchers:

   1. It is recommended to expand the scope of respondents so that it is not only limited to the people of Medan City, but also general consumers or foreign markets, so that the research results are more general.

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