

Cover Design as Value Co-Creation: Its Impact on Consumer Purchase Intention Within the Framework of Service-Dominant Logic

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Abstract

The rapid development of digital technology has transformed consumer behavior, including learning activities. Although the use of digital media in education continues to increase, notebooks remain an essential learning tool for students. This condition encourages manufacturers to focus not only on product functionality but also on visual design as a means of enhancing consumer appeal. This study aims to examine the effects of cover design and product quality on consumers' purchase intention toward notebooks, with consumer engagement and promotion serving as mediating variables. A quantitative research approach was employed using a survey of 400 senior high school students in East Java, Indonesia, selected through purposive sampling. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4 software. The findings reveal that cover design does not have a direct effect on purchase intention but has a positive and significant effect on consumer engagement and promotion. Furthermore, consumer engagement fully mediates the relationship between cover design and purchase intention. Product quality and promotion also have positive and significant effects on purchase intention. These findings reinforce the Service-Dominant Logic (SDL) perspective, which argues that product value is created not only through physical attributes but also through consumer engagement in the process of value co-creation. This study contributes theoretically by extending the application of SDL to the context of low-involvement products. It also provides managerial implications for notebook manufacturers by recommending consumer insight-driven design strategies tailored to different market segments, supported by effective promotional activities and consistent product quality.

INTRODUCTION

In Indonesia, notebooks are still the main need for formal and non-formal education. In terms of demand, population projection data submitted by Prasojo, (2024), shows that the number of school-age children will continue to increase until 2035 by 2.6-3.5% which shows that the need for notebooks will also increase. The Indonesia Writing Instruments Market Size, Share and Forecast 2032 report (Credence Research, 2023) confirms that although the study focuses more on products such as pens, pencils, and markers, the demand for stationery in Indonesia continues to show an increase in line with the growth of the school-age population and the urbanization process with a CAGR of 10.38%. This condition strengthens the bright prospects of the notebook market, which is still an important part of the stationery industry, while proving its competitiveness in the midst of changing times. This fact provides significant

growth potential for the textbook industry, while affirming the sector's strategic role in supporting national education development. The stationery industry in Indonesia continues to show resilience and growth despite the growing digitalization era, which at the same time confirms that stationery still has great potential and high relevance at this time and in the future (Dua, 2024).

A notebook company for example is PT. Tjiwi Kimia Tbk Paper Mill with the SiDU brand faces major challenges in the digitalization era, where consumers no longer only assess functional qualities such as paper quality, ruling, durability, and binding, but also demand visual and emotional added value from cover design (Wibowo, 2022). Based on the official website, the value offered by SiDU to students is not just in the form of paper products, but there is educational value to support the learning process, functional value in the form of paper quality that is comfortable for writing and also creative and emotional value through cover designs with diverse themes so that it can encourage learning motivation and student self-expression (Candra et al., 2024). In the stationery industry, product differentiation focuses not only on basic functions, but also on visual and symbolic innovations that are able to create closeness with consumers (Khanna et al., 2024). Fitria and Santoso (2022) noted that in a market with high homogeneity, the influence of quality on purchase intent is moderate because consumers consider price and accessibility more. Thus, product quality has a positive effect on purchase intention, but its strength depends on the context of competition and consumer expectations. Recent research shows that visual identity through packaging and design is able to increase consumers' emotional connection to products, as well as influence purchasing decisions, especially in the younger generation (Chung et al., 2024; Muhammad et al., 2024). Rastogi and Chaudhary (2025) revealed that packaging aesthetics also act as a differentiator between brands, especially in markets with similar products. In the Indonesian context, students' and parents' preferences for covers that are attractive, trendy, and relevant to popular culture are key factors in encouraging purchase intent. Therefore, companies can no longer simply offer quality paper, but need to build a cover design strategy that reflects modernization, culture, and consumer aspirations. Rahimi (2025) emphasized that overall packaging attributes contribute to consumer purchase intent in various product categories.

A lot of research has been done on the role of packaging design on consumer purchase intentions, but research that focuses on the study of notebook cover design is still limited. Most previous studies have focused more on packaging in food and beverage products (Belliza & Kusumawati, 2024), cosmetics (Hapsari & Rehman, 2021), electronics (Bachrudin et al., 2024) and pharmaceuticals (Nagyová et al., 2019). Meanwhile, research that examines cover design is more often found in media products such as novels, magazines, or comics (Gumilang, et al., 2024), (Lestari, 2023), (Smith and Brown, 2021). In fact, notebooks include products with low-involvement goods characteristics, which actually makes the visual aspect (cover) an important differentiation in the minds of consumers. However, most previous research still views cover design as a purely aesthetic or visual communication element, rather than as part of value co-creation in a Service-Dominant Logic (SDL) perspective. In SDL, value is no longer seen as a mere product of production, but rather as an interactive process between producers and consumers. SiDU has conducted an online survey to consumers regarding the design theme that will be used in the back-to-school season, both licensed and unlicensed designs. The involvement of consumers in selecting, assessing, or even influencing the design of notebook

covers in the form of consumer surveys is a form of co-creation that is rarely mentioned in the current literature. This phenomenon shows that there is still an open space for research on the application of SDL in notebook cover design.

The limitations of research on the design aspects of notebook covers pose practical and theoretical risks. From a practical point of view, companies have the potential to fail to attract consumers' attention if they rely solely on functional quality without considering the symbolic value created through cover design. Previous research has shown that visual design that suits consumer preferences can increase purchase intent, form brand personality, and even strengthen consumer loyalty (Chung et al., 2024; Kusumawati & Widodo, 2021; Muhammad et al., 2024). Products with superior paper quality can lose out to the competition if they don't present relevant visual differentiation. Instead, a cover design that is attractive, in accordance with popular culture, and engages consumer preferences has the potential to be a sustainable competitive advantage strategy that is difficult for competitors to replicate. From the academic side, the absence of an in-depth study of the design of notebook covers within the framework of SDL hinders the understanding of how the co-creation process takes place in low-involment goods. This research seeks to fill this gap by integrating SDL theory in the context of textbook cover design, so that it can expand academic understanding while providing practical implications for the industry. The novelty of this research lies in extending Service-Dominant Logic (SDL) to low-involvement products like notebooks, positioning cover design as a value co-creation medium through consumer engagement rather than mere aesthetics. It provides empirical evidence that consumer engagement fully mediates the relationship between cover design and purchase intention, while simultaneously examining the mediating roles of both consumer engagement and promotion. This study thus bridges theory and practice while strengthening the competitiveness of the notebook industry in Indonesia.

Based on the research phenomena and gaps that have been described, this research is designed to answer the research problems that have been formulated, this research seeks to answer several main questions, namely how the influence of cover design on the purchase decision of the notebook, how the quality of the product affects the purchase decision, and whether consumer involvement and promotion can mediate consumer purchase decisions. These questions are important considering that the notebook is a product with low-involvement characteristics, but in practice visual elements such as cover design are actually a significant differentiating factor in influencing consumer preferences. This research contributes in three main ways. First, test the influence of notebook cover design on consumer purchase intentions in Indonesia with empirical data. Second, enriching the literature by integrating the theory of Service-Dominant Logic, so that cover design is not only understood as aesthetics, but also as a co-creation medium. Third, this research provides practical implications for notebook manufacturers, for example such as PT. Tjiwi Kimia Paper Factory Tbk in designing cover design strategies that are relevant to consumer preferences. Thus, this study is expected to be able to bridge the gap between theory and practice and strengthen the competitiveness of the notebook industry in Indonesia.

METHOD

This research used a quantitative approach with an explanatory survey design to examine the causal relationship between variables as well as the direct and indirect influence of independent variables on dependent variables through mediation variables. Mediation analysis was used to explain the mechanism of influence of cover design (X1) and product quality (X2) on consumer purchase intent (Y) through consumer engagement (M1) and promotion (M2). Consumer engagement is positioned as a mediator between cover design and purchase intent, while promotion acts as a mediator in the relationship between cover design and product quality and purchase intent. This approach allows the research to not only identify direct influences, but also to elucidate the processes underlying the relationships between latent variables.

Data analysis was carried out using SmartPLS version 4 with the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach because it is suitable for predictive and exploratory research, involving several latent variables, mediating relationships, and does not require strict normal data distribution. The analysis stage includes evaluation of measurement models (outer models) through convergent validity, discriminant validity, Cronbach's Alpha, and Composite Reliability tests, as well as structural model evaluation (inner model) by testing path coefficients, t-statistics, p-values, R-squares, as well as direct and indirect influences between variables. The mediation effect test was carried out using a bootstrapping procedure, with the significance criteria of p-value < 0.05 and t-statistic > 1.96, so that the research model can be comprehensively evaluated in accordance with the research objectives.

RESULTS AND DISCUSSION

Inner Model

The inner model is an evaluation stage in the SEM-PLS analysis which is used to test the structural relationships between latent variables in the research model. Internal model testing aims to determine the strength of influence, the direction of relationships, and the predictive ability between constructs based on the hypothesis that has been formulated. The evaluation of the inner model is generally carried out by looking at the values of the path coefficient, t-statistic, p-value, R-square (R^2) and effect size (f^2). The path coefficient value is used to indicate the direction and strength of the relationship between variables, while R-square and effect size (f^2) are used to describe the ability of independent variables to influence dependent variables. According to Hair et al. (2019), internal testing of the model is important to ensure that the structural model has a good ability to explain research phenomena and support hypothesis testing empirically.

R-square (R^2)

R-square (R^2) is a determination coefficient used to measure the ability of independent variables to explain dependent variables in a research model. The value of R^2 ranges from 0 to 1, where the greater the value, the greater the model's ability to explain the dependent variable. According to Hair et al. (2019), the R^2 value of 0.75 is categorized as strong, 0.50 moderate, and 0.25 weak. Here are the values of the R-square (R^2) test result:

Table 1. R-square value (R²)

Variable	R-square	R-square adjusted
Consumer Engagement	0.445	0.443
Purchase Intent	0.691	0.688
Promotions	0.532	0.529

Source: Data processed using SMARTPLS version 4, 2026

The R-square value of the Consumer Engagement variable of 0.445 indicates that the cover design variable is able to explain the influence on consumer engagement by 44.5%, while the remaining 55.5% is influenced by other variables outside the research model. The R-square adjusted value of 0.443 indicates that after adjusting for the number of variables and the study sample, the predictive ability of the model remains in the moderate category. Thus, the research model has a fairly good ability to explain the variation in consumer engagement.

The R-square value of the Purchase Intention variable of 0.691 indicates that the variables of cover design, product quality, consumer engagement, and promotion were able to explain the influence on consumer purchase intent by 69.1%, while the remaining 30.9% was influenced by other factors outside the research model. These values indicate the model's strong predictive ability because it is close to the substantial category according to Hair et al. (2019). The R-square adjusted value of 0.688 shows that the model remains stable and has a good ability to explain the variation in consumer purchase intent after adjusting for the number of study variables.

The R-square value of the Promotion variable of 0.532 shows that the cover design and product quality variables are able to explain the influence on promotion by 53.2%, while the remaining 46.8% is explained by other variables outside the research model. This value indicates that the model has moderate to strong explanatory abilities. Meanwhile, an adjusted R-square value of 0.529 indicates that the model remains consistent after considering the number of constructs and research samples. Thus, the research model is considered quite good in explaining the variation of promotion variables.

Effect size (f-square)

Effect size (f-square) is a measure used to determine the magnitude of the influence of an independent variable on the dependent variable in a structural model. The value of f-square indicates the contribution of each exogenous variable to the change in the R² value of the endogenous variable. According to Cohen (1988), the f² value of 0.02 is categorized as small, 0.15 medium, and 0.35 large. Here are the values of the Effect size (f²) test result:

Table 2. Nilai f-square

Variable	F-Square
Cover Design -> Consumer Engagement	0.801
Cover Design -> Intent to Buy	0.003
Cover Design -> Promotion	0.148
Consumer Engagement -> Purchase Intent	0.207
Product Quality -> Purchase Intent	0.051
Product Quality -> Promotion	0.173
Promotion -> Purchase Intent	0.125

Source: Data processed using SMARTPLS version 4, 2026

The f-square value in the relationship between Cover Design and Consumer Engagement of 0.801 indicates a large effect size. According to Cohen (1988), f^2 values above 0.35 are categorized as large, so it can be interpreted that cover design has a very strong contribution in explaining consumer engagement. Thus, the variety of cover designs is an important factor that affects the level of consumer engagement with textbook products.

The f-square value in the Cover Design's relationship to Buy Intent of 0.003 indicates a very small or almost no effect size. This value is far below the minimum limit of 0.02, so the direct contribution of cover design to consumer buying intent is very weak. This suggests that the influence of cover design on purchase intent may be more effective through mediation variables than directly.

The f-square value in the relationship between Cover Design and Promotion is 0.148 indicating the influence of the small to medium category. This value is close to the limit of 0.15 so it can be interpreted that the cover design has a sufficient contribution in influencing the promotion. Thus, the visual design of the product has a role in supporting the effectiveness of promotional activities even though the influence is not yet relatively large.

The f-square value in the relationship between Consumer Engagement and Purchase Intent of 0.207 indicates the influence of the medium effect size. This shows that consumer involvement has a strong enough contribution in increasing consumer purchase intent. The higher the consumer's involvement with the product, the more likely it is that consumers will make a purchase.

The f-square value in the relationship between Product Quality and Purchase Intention of 0.051 indicates the influence of the small effect size. Although the influence of product quality on purchase intent remains, its contribution in the research model is relatively low. Thus, product quality has an influence on consumer purchase intention, but is not a dominant factor compared to other variables in the research model.

The f-square value in the relationship between Product Quality and Promotion of 0.173 indicates an influence with the moderate category. This value is above the limit of 0.15 so it can be interpreted that product quality has a strong enough contribution in supporting the effectiveness of promotions. Products with good quality tend to be easier to promote because they have value and advantages that can be communicated to consumers.

The f-square value in the Promotion to Buy Intention relationship of 0.125 indicates an influence with a small to medium category. This suggests that promotion has a considerable contribution in influencing consumer purchase intent, although it has not yet become a major factor in the research model (Hiong et al., 2024). Thus, promotional activities continue to play a role in increasing consumers' tendency to purchase notebook products.

Hypothesis Testing (Significance)

The significance test of the relationship in the PLS-SEM analysis was carried out to find out whether the relationship between latent variables in the research model has a statistically significant influence. This test generally uses the bootstrapping method, which is a data resampling technique used to obtain an estimate of the path coefficient value and its standard error. Path coefficient is the value of the path coefficient in SEM-PLS which is used to show the direction and strength of the relationship between latent variables in the research model. The path coefficient value ranges from -1 to +1, where a positive value indicates a

unidirectional relationship and a negative value indicates an opposite-directional relationship. The greater the value of the path coefficient, the stronger the influence between the variables being tested. The test results are then shown through t-statistical values and p-values to determine the level of significance of the relationship between variables. A relationship is declared significant if the t-statistic value is greater than 1.96 and the p-value is less than 0.05 at a significance level of 5%.

Bootstrapping Direct Effect

Bootstrapping Direct Effect is a test in SEM-PLS that is used to determine the direct influence of an independent variable on a statistically dependent variable. This test was carried out using the bootstrapping technique, which is the process of resampling data repeatedly to produce a more stable estimation of the path coefficient, t-statistic, and p-value values. Direct effect shows how much direct influence there is between variables without going through intermediate variables (mediation). The following are the values of the direct effect test results:

Tabel 3. Nilai Bootstrapping Direct Effect

Path Coefficient	Original sample	Sample mean	Standard deviation	T statistics	P values	Status
Cover Design -> Consumer Involvement	0.667	0.669	0.036	18.460	0.000	Significant
Cover Design -> Purchase Intention	0.050	0.049	0.061	0.816	0.415	Not Significant
Cover Design -> Promotion	0.378	0.378	0.051	7.337	0.000	Significant
Consumer Involvement -> Purchase Intention	0.386	0.387	0.044	8.844	0.000	Significant
Product Quality -> Purchase Intention	0.201	0.201	0.058	3.468	0.001	Significant
Product Quality -> Promotion	0.409	0.410	0.052	7.882	0.000	Significant
Promotion -> Purchase Intention	0.304	0.303	0.052	5.843	0.000	Significant

Source: Data processed using SMARTPLS version 4, 2026.

Based on the results of bootstrapping testing, the relationship between Cover Design and Consumer Engagement has a path coefficient value of 0.667 with a t-statistics value of 18,460 and a p-value of 0.000. A t-value greater than 1.96 and a p-value smaller than 0.05 indicate that the relationship is statistically significant. This means that the cover design has a positive and significant effect on consumer engagement. The more attractive the cover design displayed, the higher the consumer involvement with the notebook product.

The relationship between Cover Design and Purchase Intention has a path coefficient value of 0.050 with a t-statistics value of 0.816 and p-values of 0.415. Statistical t-values smaller than 1.96 and p-values greater than 0.05 indicate that the relationship is not statistically significant. Thus, the cover design does not have a significant direct influence on consumer purchase intention. This indicates that the influence of cover design on purchase intent is more likely to occur through mediating variables such as consumer engagement and promotion.

The relationship between Cover Design and Promotion has a path coefficient value of 0.378 with a t-statistics value of 7.337 and p-values of 0.000. These results show that the cover

design has a positive and significant effect on promotion. This means that the better and more attractive the product cover design, the more effective the promotional activities carried out in attracting consumer attention.

The relationship between Consumer Engagement and Purchase Intention has a path coefficient value of 0.386 with a t-statistical value of 8.844 and p-values of 0.000. This value shows that consumer involvement has a positive and significant effect on consumer purchase intention. This means that the higher the consumer involvement with the cover design, the greater the tendency of consumers to purchase notebook products.

The relationship between Product Quality and Purchase Intention has a path coefficient value of 0.201 with a t-statistics value of 3.468 and p-values of 0.001. These results show that product quality has a positive and significant effect on consumer purchase intention. Thus, the better the quality of the product that consumers feel, the higher the consumer's intention to buy the product.

The relationship between Product Quality and Promotion has a path coefficient value of 0.409 with a t-statistics value of 7.882 and a p-value of 0.000. These results show that product quality has a positive and significant effect on promotion. This means that good product quality can support the effectiveness of promotions because the product has real advantages that can be communicated to consumers.

The relationship between Promotion and Purchase Intention has a path coefficient value of 0.304 with a t-statistics value of 5.843 and a p-value of 0.000. This value shows that promotions have a positive and significant effect on consumers' purchase intentions. Thus, the more effective the promotional strategy carried out, the higher the tendency of consumers to buy the notebook product.

Boothstrapping Indirect Effect

Bootstrapping Indirect Effect is a test in SEM-PLS that is used to determine the indirect influence between variables through mediation variables. This test was carried out using the bootstrapping technique, which is the process of resampling data repeatedly to obtain a more accurate estimate of indirect effect, t-statistic, and p-value values. Indirect effect is used to explain whether the mediating variable is able to bridge the relationship between independent and dependent variables. Thus, indirect effect testing helps to explain the mechanism by which a variable affects other variables indirectly through a mediator variable. The following are the values of the indirect effect test results:

Tabel 4. Nilai Boothstrapping Indirect Effect

<i>Path Coefficient</i>			<i>Original sample</i>	<i>Sample mean</i>	<i>Standard deviation</i>	<i>T statistics</i>	<i>P values</i>	<i>Remarks</i>
Product Quality -> Promotion -> Purchase Intent			0.124	0.124	0.026	4.699	0.000	Significant
Cover Design -> Consumer Engagement -> Purchase Intent			0.257	0.259	0.033	7.906	0.000	Significant
Cover Design -> Promotion -> Intent to Buy			0.115	0.115	0.025	4.638	0.000	Significant

Source: Data processed using SMARTPLS version 4, 2026.

Based on the table of the results of the bootstrapping indirect effect test, the indirect relationship between Product Quality and Purchase Intention through Promotion has an original sample value of 0.124 with a t-statistics value of 4.699 and a p-value of 0.000. T-values greater than 1.96 and p-values smaller than 0.05 indicate that the indirect influence is significant. This means that promotion is able to mediate the influence of product quality on consumer purchase intention. Thus, good product quality will be more effective in increasing purchase intent if supported by the right promotional activities. Because the direct relationship between Product Quality and Purchase Intention is also significant, promotion acts as partial mediation, which means that promotion strengthens the influence of Product Quality on Purchase Intent.

The indirect relationship between Cover Design and Purchase Intention through Consumer Engagement has an original sample value of 0.257 with a t-statistics value of 7.906 and p-values of 0.000. These results show that the indirect influence of cover design on purchase intent through consumer involvement is positive and significant. This means that consumer involvement is able to mediate the relationship between cover design and consumer purchase intention. The more attractive the cover design is due to consumer involvement, the higher the consumer's purchase intention for notebook products. Because the direct relationship between Cover Design and Purchase Intention is not significant, Consumer Engagement acts as full mediation which means that all the influence of Cover Design on Purchase Intent is through Consumer Engagement.

Furthermore, the indirect relationship between Cover Design and Purchase Intention through Promotion has an original sample value of 0.115 with a t-statistics value of 4.638 and a p-value of 0.000. These results show that promotion is able to mediate the influence of cover design on consumer purchase intent significantly. Thus, an attractive cover design will be more effective in increasing purchase intent if it is supported by a good promotional strategy and able to attract consumer attention. Because the direct relationship between Cover Design and Purchase Intention is also significant, promotion acts as partial mediation, which means that promotion strengthens the influence of Cover Design on Purchase Intent.

The bootstrapping output on SmartPLS was used to test the significance of the relationship between variables in the SEM-PLS research model can be seen from the following figure:

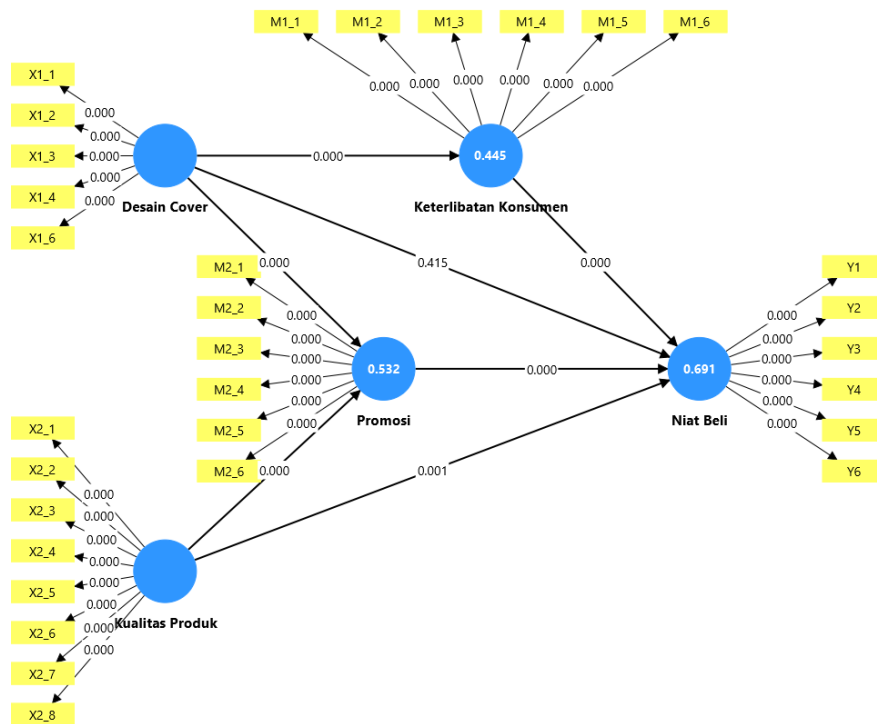


Figure 1. Bootstrapping Value

Source: Data processed using SMARTPLS version 4, 2026

The results of the study conducted on 400 high school students in East Java showed that validity testing was carried out using convergent validity analysis by looking at the loading factor value in each indicator of the research variable. Based on the results of the test using SmartPLS 4 version 4, all indicators in the variables of Cover Design, Product Quality, Consumer Engagement, Promotion, and Purchase Intention have a loading factor value above 0.70 after eliminating several indicators that do not meet the validity requirements. In addition, all variables also have an Average Variance Extracted (AVE) value above 0.50, namely Cover Design of 0.655, Consumer Engagement of 0.731, Promotion of 0.697, Product Quality of 0.654, and Purchase Intention of 0.728. Thus, all indicators in this study were declared valid and able to represent the latent variable construct well.

Reliability testing in this study was conducted using Cronbach's Alpha and Composite Reliability. A variable is declared reliable if it has Cronbach's Alpha and Composite Reliability values above 0.70 (Hair et al., 2019). Based on the test results, all research variables had a value of Cronbach's Alpha Alpha cover design of 0.868, Consumer Engagement 0.926, Product Quality 0.924, Purchase intention 0.925 and Promotion 0.913. and Composite Reliability Cover Design 0.905, Consumer Engagement 0.942, Product Quality 0.938, Purchase Intention 0.941 and Promotion 0.932. exceeds the specified minimum limit, so that the entire construct is declared reliable and consistent in measuring the research variables. These results show that the research instrument has a good level of internal consistency and is suitable for use in the SEM-PLS analysis.

Based on the results of the first hypothesis test, H1 Cover Design has a positive effect on Purchase Intention is not significantly supported. Thus, research shows that cover design does not have a direct effect on consumers' purchase intentions. These findings are different from the research of Amalia and Kusuma (2025); Radzol et al. (2024); and Amrin et al. (2025). The

difference was allegedly influenced by the characteristics of respondents, where three cover design indicators related to popular characters such as the national football team, Marvel, Mobile Legends, Barbie, and DC Comics were eliminated because they did not meet the validity criteria. This shows that high school students no longer make popular characters the main consideration in choosing a notebook, but rather prioritize the suitability of the design with their identity and experience using the product. In addition, as the top brand of notebooks in Indonesia, the SiDU brand has high brand familiarity which can cause purchase decisions to be influenced more by trust in the brand and product quality than mere visual attributes, as stated by Wang et al. (2023). These findings support Service-Dominant Logic (SDL) which emphasizes that cover design is not a direct source of value, but rather a stimulus that creates value co-creation through consumer involvement, ultimately increasing purchase intent.

The testing of the second hypothesis, H2 which states that Product Quality has a positive effect on Purchase Intention is significantly supported. These findings show that product quality is still the main consideration for consumers in choosing a notebook, even though the product is included in the low involvement product category. This shows that in products with a high frequency of use such as notebooks, consumers still consider the functional benefits obtained, such as paper quality, writing comfort, binding strength, and product durability. The better the quality perceived, the higher the consumer's confidence that the product is able to meet their learning needs, thereby increasing purchase intent (Sasidharan & Kotian, 2025). The results of this study are in line with the research of Amalia and Kusuma (2025), Rahman and Suhartanto (2020), Sari and Sihombing (2021), and Ramdani et al. (2025) which stated that product quality has a positive effect on purchase intention. These findings also support the view of Kotler and Keller (2021) that product quality is the ability of products to meet consumer needs and expectations so that it is one of the main factors in the purchase decision-making process. In the perspective of Service-Dominant Logic (SDL), product quality is not only seen as a physical attribute (operand resources), but as a resource that allows consumers to gain a value-in-use experience. Thus, product quality contributes to shaping the perception of value which ultimately increases consumer purchase intent.

The testing of the third hypothesis, H3 which states that Cover Design has a positive effect on Consumer Engagement is significantly supported. These findings suggest that while cover design doesn't directly drive purchase intent, an attractive design can increase consumer attention, interest, and engagement with the product. In the context of textbooks, cover design is the first point of interaction between the product and the consumer, so it plays an important role in building the initial experience before a purchase decision is made. The results of this study are in line with Wang et al. (2024) who stated that product design is able to create a positive psychological response that increases consumer engagement. In addition, Azer, Blasco-Arcas, and Alexander (2024) explained that visual stimuli are an important factor in building customer engagement because they are able to attract attention and form emotional and cognitive attachment to products. The findings of this study reinforce the perspective of Service-Dominant Logic (SDL) which states that companies do not directly create value, but provide a value proposition that allows consumers to form value through the process of interaction (value co-creation). Thus, the cover design serves as an engagement trigger that encourages consumers to engage more with the product.

The testing of the fourth hypothesis, H4 which states that Consumer Engagement has a positive effect on Purchase Intent is significantly supported. The results show that the higher the consumer engagement with the product, the greater the tendency of consumers to buy notebooks. These findings indicate that purchasing decisions are not only influenced by the characteristics of the product, but also by the psychological experiences formed during the consumer's interaction with the product. The results of this study support the research of Liang et al. (2024) which shows that psychological ownership and emotional involvement can increase purchase intention. Similarly, Verfay and Werle (2025) found that consumer involvement in product personalization strengthens brand attachment thereby driving purchase decisions. In this study, consumer engagement arises when cover design is able to build attention, interest, and emotional closeness to the product. These findings reinforce the perspective of Service-Dominant Logic (SDL) that places consumers as co-creators of value, where product value is formed through consumer experiences, interactions, and engagement with products. Therefore, consumer engagement is an important mechanism that explains how cover design ultimately increases purchase intent.

The testing of the fifth hypothesis, H5 which states that the Cover Design has a positive effect on the Promotion is significantly supported. The results of the study show that attractive cover designs can increase the effectiveness of promotions because it is easier to attract consumers' attention and strengthen the delivery of marketing messages. In the notebook industry, cover design is often the main visual element in promotional materials, whether on social media, product catalogs, or in-store displays. Therefore, the more attractive the cover design displayed, the greater the opportunity for promotion to build consumer attention and interest. These findings are in line with research by Dhani et al. (2023) which shows that the combination of attractive packaging design with digital promotions can increase purchase intent. In addition, Kotler et al. (2021) explain that strong visual elements can increase brand recall and strengthen the effectiveness of marketing communication. These findings also support Signaling Theory, which explains that visual design is an initial signal about product quality and characteristics so that it helps consumers understand the message conveyed through promotional activities. Thus, cover design not only serves as an aesthetic element, but also as a communication medium that increases the effectiveness of promotions.

The testing of the sixth hypothesis, H6 which states that Product Quality has a positive effect on the Promotion is significantly supported. These findings suggest that the effectiveness of promotions is not only determined by the creativity of marketing communications, but also by the quality of the products that support the message conveyed to consumers. In the context of notebooks, promotions about paper quality, writing comfort, and product durability will be easier to believe if consumers really feel these benefits while using the product. The results of this study are in line with Ramdani et al. (2025) which shows that the quality of products communicated through digital media is able to increase purchase intention. In addition, Nuriani et al. (2025) explained that the quality of products supported by promotion through social media contributes to consumer satisfaction which further drives purchase decisions. These findings also support the opinion of Kotler and Keller (2021) that promotions supported by good product quality will increase the credibility of marketing messages and strengthen consumer trust in brands. Therefore, product quality is the main foundation so that promotional activities can have an optimal influence on consumers.

The testing of the seventh hypothesis, H7 which states that Promotion has a positive effect on Purchase Intention is significantly supported. The results of the study show that effective promotion is able to increase consumer purchase intention for notebooks through the delivery of relevant information about the benefits of the product. In the low involvement product category, promotion plays an important role in building awareness, attracting attention, and strengthening consumer perception before making a purchase.

These findings are in line with research by Chung et al. (2024) who show that digital promotions that highlight the visual elements of the product are able to significantly increase purchase intent. In addition, Liu et al. (2025) explain that effective promotional communication strengthens the perception of quality thereby increasing consumer interest in products. In this study, promotion not only serves to convey information about cover design and product quality, but also helps consumers reduce uncertainty before making a purchase. These findings support Signaling Theory, which explains that promotion is a medium for conveying signals about the quality and superiority of products so that it can increase consumer confidence to buy.

The results of the indirect effect bootstrapping also showed that Consumer Engagement and Promotion were able to mediate the relationship between Cover Design and Product Quality on consumer Purchase Intention significantly. Thus, this study proves that consumers' purchase intentions are not only influenced by product quality, but also influenced by consumer engagement and the effectiveness of promotions carried out by companies. The results also show that Consumer Engagement is a full mediation between Cover Design and Purchase Intent.

This research makes a theoretical contribution to the development of the theory of Service-Dominant Logic (SDL) by showing that the value co-creation process is also relevant to be applied to the category of low involvement products, namely notebooks. So far, most of SDL's research has focused on the service industry, digital platforms, and products with a high level of consumer engagement, while this research proves that even in mass production products, product value is not formed solely through physical attributes such as cover design, but through consumer experience and engagement with the product. The findings of the study show that Cover Design does not have a direct effect on Purchase Intent, but has a positive effect on Consumer Engagement, which further increases Purchase Intent. These results reinforce SDL's basic concept that consumers are not just value recipients, but co-creators of value, where product value is formed through consumer interaction, experience, and involvement. Thus, this study expands the application of SDL in the context of the stationery industry and provides empirical evidence that consumer engagement is the main mechanism of value co-creation in products with low engagement rates.

Based on the results of the study, managerial implications are arranged based on the strength of influence between variables in the structural model. Given that the relationship between Cover Design and Consumer Engagement has the largest effect size ($f^2 = 0.801$), companies should prioritize the Consumer Insight–Based Segment Design Strategy as the basis for the development of cover designs. This strategy does not require consumers to be directly involved in the design making process, but is done through the development of a consumer insight system that integrates sell-out data based on design themes, distributor and salesperson feedback, and of course regular consumer preference surveys. This approach allows companies to understand changing design preferences in the target market segment so that design

development decisions are based on market proof, not just following general trends. The findings of the study also show that the effectiveness of cover design is greatly influenced by its suitability with the characteristics of the consumer segment (market-fit). Therefore, companies are advised to implement this strategy, which is to develop a design theme based on the results of consumer insight in each target market. This approach is expected to increase consumer engagement as the main mechanism of value co-creation, which ultimately encourages increased purchase intent.

The second priority is to strengthen the promotion strategy, considering that Promotion has a positive effect on Purchase Intention ($\beta = 0.304$) and is a mechanism that connects cover design and product quality with consumer purchase intention. Companies need to optimize marketing communication in accordance with the characteristics of the target consumers so that the value built through product design can be conveyed effectively. Companies are advised to focus on digital media promotions, back-to-school campaigns, collaborations with school communities, and marketing communications that highlight product benefits and brand identity according to consumer characteristics.

The third priority is to maintain the consistency of product quality, because Product Quality not only has a direct effect on Purchase Intent ($\beta = 0.201$), but also increases the effectiveness of Promotions ($\beta = 0.409$). As such, companies need to ensure paper quality, volume strength, writing comfort, and quality consistency as the main foundation of marketing communication.

CONCLUSION

Based on the results of a study on 400 high school students in East Java using the SEM-PLS approach, it can be concluded that Cover Design does not have a direct effect on Purchase Intent, but has a positive and significant effect on Consumer Engagement, which is further proven to increase Purchase Intent. The results of bootstrapping indirect effect show that Consumer Engagement acts as a full mediation in the relationship between Cover Design and Purchase Intent, while Promotion is proven to mediate the relationship between Cover Design and Product Quality to Purchase Intent. In addition, Product Quality and Promotion have also been proven to have a positive and significant effect on Purchase Intent, so that consumer purchasing decisions are not only influenced by product quality, but also by the effectiveness of promotions and the level of consumer involvement with the product. This research contributes to the development of Service-Dominant Logic (SDL) by proving that in low-involvement product categories such as textbooks, product value is not formed solely through physical attributes, but through the process of value co-creation which is manifested in consumer experience, interaction, and involvement. Thus, cover design does not function as a direct determinant of purchase intent, but rather as a stimulus that builds consumer involvement so that it can increase product value and encourage purchase intent. From the managerial side, the results of the study show that the marketing strategy of the notebook industry should be prioritized based on the magnitude of the influence of each variable on purchase intention. The main priority is to increase consumer engagement through consumer insight activities, such as trend monitoring, social listening, and consumer preference evaluation, followed by strengthening promotional strategies and maintaining product quality consistency. Meanwhile, the development of cover design should implement a segment-based design strategy, which is

to adjust the design theme to the characteristics of each consumer segment in order to achieve a higher level of market-fit. This approach is more relevant than using the same design concept for all market segments, so that cover design can function as a medium to shape consumer experience and engagement in the value co-creation process. This study has several limitations, namely only involving high school student respondents in East Java so that the results cannot be generalized to all consumer segments and other product categories. Therefore, further research is recommended to expand the scope of respondents, using a longitudinal research design, and adding variables such as brand image, price, electronic word of mouth (e-WOM), brand loyalty, or lifestyle in order to gain a more comprehensive understanding of the factors that influence consumer purchase intention.

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