

How Product Quality, Brand Image and Price Perception Impact on Purchase Decision of Running Shoes?

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Abstract

This study intends to clearly reveal what are the impacts of the variable product quality, brand image, and price perception on purchasing decisions for Adidas Running shoes. This study used a survey method with quantitative analysis using surveys and questionnaires for data collection. This research was conducted in the year of 2020 and consumed times more than 3 months to collect data from respective respondents. The results of this study prove that product quality has a positive and significant impact on purchasing decisions, brand image has a positive and significant effect on purchasing decisions, and price perceptions have a positive and significant effect on purchasing decisions, as well as product quality, brands. Image and price perception have a positive and significant effect on purchasing decisions for Adidas running shoes in Jakarta. The results of this research can be used by companies to develop their companies to be more advanced and developing. The contribution of this research is to prove how important for running shoes manufacturers and or shoes productions as well as the value of operational marketing techniques for other running shoe sellers in meeting consumer needs.

Keywords:

Product quality, brand image, prices perception, purchase decision

1. Introduction

The economic growth of a country is an important indicator that shows the success and impact of implementing economic development policies (Budiono & Purba, 2019, Purba and Budiono 2019). The development of information technology is one of the driving forces for the entry of foreign products into the country, with the development of this technology, the emergence of the Internet, with this internet, it will be very easy for local people to access things that are outside the country (Purba & Panday; Panday & Purba, 2015, Aileen, et al 2019, Purba, et al 2020). The goods and services transactions in a large number in the region and internationally scale will support the national economic growth as well as the global economic development (Budiono & Purba, Purba & Budiono, 2019, 2020). In accordance with the times where the current generation has a lot of people who adopt a healthy lifestyle but with various kinds of lifestyles. This is also due to the ease of transactions with adequate information technology (Aileen, et al 2019, Adirinekso, et al 2020, Purba, et al 2020). Of course, to live a lifestyle with a situation like this,

health is also necessary, namely regular exercise in addition to a nutritious diet, cleanliness and adequate sleep patterns.. There are various types of sports, from cycling to swimming to running. However, the sport that is in great demand by the public is running, as we all know running is a sport that is easy and can be done anytime and anywhere. Even in 2019, there have been various kinds of events, such as Run for hope, Coast to Coast Night Trail Run, Kartini Run, Kompas Tambora Challenge - Sumbawa 320k, Sentul Hill Trail Run, Kidz Color Run, Batu Night Spectacular. As displayed in the table 1 below we can see the interest of sports in Indonesia.

Table 1 : Interest of Sports in Indonesia

| Type of Sports | Interest |
|----------------|----------|
| Run | 60% |
| Cycling | 55% |
| Swimming | 45% |

The table 1 above the highest interest sports is the Running one, then Cycling and Swimming. Those the attractive of the writers to study the awareness of foreign companies about changes in the lifestyle of the Indonesian people, when many running communities started to emerge and running events began to emerge (Purba and Budiono, 2020a, 2020b, Budiono and Purba, 2020). Especially during the Covid -19 pandemic, a healthy lifestyle and lifestyle are very popular. Business competition certainly occurs in all sectors, starting from the service or goods sector(Purba and Tan 2018, Tan, et all 2019, Suk, et al 2019) one of which is the sports shoes sector, of course we know that foreign companies that enter Indonesia come from various foreign countries, of course we know that there are many manufacturers from America and Europe who competing like Adidas, Nike and Puma. These companies continue to compete in order to win the hearts of the people over a long period of time. One of the ways that this company is working is by building a brand image.

One company that is able to create its brand image is Adidas. Adidas, a foreign company from Germany, started producing shoes in the 1920s in Germany. The beginning of the development of Adidas in 1950 when Adidas was known for its football boots and pulley, with the innovation of its first football shoes, Adidas managed to attract the attention of all soccer leagues around the world, of course this gave a very big advantage to Adidas. For 100 years adidas has been a part of the world of sports that offers not only one sport but various sports and all its accessories. The adidas group's strategy is simple: to continually strengthen the brand and improve their competitive and financial position.

No wonder the brand image that adidas has is very strong, this foreign company is a global brand and Adidas itself continues to keep up with the times and continues to study consumer buying interest from year to year, therefore adidas is able to become number 1 sports shoe company in the world several years in a row.

Table 2 Top Brand Index (TBI) for Shoes Category in 2018 – 2020

| | 2018 | 2019 | 2020 |
|--------|-------|-------|--------|
| Adidas | 37.6% | 37% | 38.n6% |
| Nike | 25.6% | 21.1% | 18.1% |
| Reebok | 6.2% | 6.3% | 5.3% |

Brand image is the perception and belief in a set of brand associations that occur in the minds of consumers (Sari, 2013). Adidas shoes are also in demand from various groups, from children to adults, from students - to workers. Especially in Jakarta, a fairly busy capital city, people will look for something highly efficient, such as running shoes that can be worn either formally or informally, or they can be lightweight to carry around. The suitability of price and quality needs to be a concern for the creation of a good brand image (Beneke & Zimmerman, 2014).

2. Literature Review

Brand image is a representation of the overall perception of a brand and is shaped from information and past experiences with the brand (Pradipta, 2012). Brand image is an image of a company that is in the eyes of the public, if the company always has a positive impact, then when consumers see the brand the consumer will immediately believe it, but on the contrary, if the company always has a negative impact on consumers, when consumers see the

brand the consumer will not have an interest in buying the product or service. Aaker in Yusyulian (2016) which summarizes the dimensions of brand image into five dimensions, namely: Brand identity, brand identity refers to physical or tangible identities such as logos, color names, packaging, location, corporate identity, slogans, and others.

Product quality is a combination of product characteristics from marketing, engineering, manufacturing and maintenance that makes the products used meet customer expectations (Feingenbaum, 2015). Product quality is a demand for companies that must be met, if existing consumers want to remain generous with these products and do not switch to products that are considered to have better quality. According to Feingenbaum in Marwanto (2015: 153), product quality is the entire combination of product characteristics from marketing, engineering (planning), manufacturing (products) and maintenance that makes the products used meet customer expectations.

"Price is the one element of the marketing mix that produced revenue the other element cost" Which means that price is one element of the marketing mix that generates income while other elements generate costs (Kotler & Keller, 2013). Perceived price is the value that consumers will give to a product or service for the benefits or benefits provided or obtained from the product or service offered by the company. Each consumer has a different price perception of the value offered depending on the benefits or benefits that are obtained from each consumer. as said by Hawkins, Nothesbaugh and Best (2007), perception is: a process that begins with consumer exposure and attention to marketing stimuli and ends with interpretation by consumers (.

According to Setiadi (2010: 32), consumer purchasing decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. According to the American Society in Kotler and Keller (2016), the definition of Product Quality is Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs.

3. Research Method

In this study, the research paradigm used was to use the quantitative research paradigm, because this research was conducted to answer questions in the study, using careful measurement of the research variables. Quantitative research according to Sujarweni (2018) is a study that can produce discoveries using statistical procedures or other quantitative measurements. Quantitative research shows attention to the characteristics in human life which are referred to as variables. In this quantitative study the variables were analyzed using an objective theory.

Table 3 Validity and Reliable test

| Variable | Indicator | Factor (Loading) | Result | Composite Reability | Result |
|----------|-----------|---------------------|--------|------------------------|----------|
| X1 | X1.1 | 0.58669 | valid | 0.669 | Reliable |
| | X1.2 | 0.626343 | valid | | |
| | X1.3 | 0, 691528 | valid | | |
| | X1.4 | 0, 835229 | valid | | |
| | X1.5 | 0, 847915 | valid | | |
| X2 | X2.1 | 0, 699886 | valid | 0.765 | Reliable |
| | X2.2 | 0, 738874 | valid | | |
| | X2.3 | 0, 735933 | valid | | |
| | X2.4 | 0, 750925 | valid | | |
| | X2.5 | 0, 815592 | valid | | |
| X3 | X3.1 | 0, 778717 | valid | 0.776 | Reliable |
| | X3.2 | 0, 885008 | valid | | |
| | X3.3 | 0, 855097 | valid | | |
| | X3.4 | 0, 917279 | valid | | |
| | X3.5 | 0, 835455 | valid | | |
| Y | Y1 | 0.58569 | valid | 0.813 | Reliable |
| | Y2 | 0.52634 | valid | | |
| | Y3 | 0.56915 | valid | | |
| | Y4 | 0.635229 | valid | | |
| | Y5 | 0.747915 | valid | | |

Reliability test is used to measure that the variables used are completely free of errors so as to produce consistent results even though they are tested many times. Reliability test results will produce Cronbachs Alpha. A variable is said to be reliable if the Cronbachs Alpha value is ≥ 0.70 (Ghozali, 2016). The results of the reliability test can be seen in the table below:

The normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution (Ghozali, 2016).

Table 4. Kolmogorov-Smirnov Normality Test:
 One-Sample Kolmogorov-Smirnov Test

| | | Unstandardized Residual |
|--------------------------|----------------|-------------------------|
| N | | 227 |
| Normal Parameters, b | Mean | .3081244 |
| | Std. Deviation | 1.67574723 |
| Most Extreme Differences | Absolute | .052 |
| | Positive | .052 |
| | Negative | -.030 |
| Statistical Test | | .052 |
| Asymp. Sig. (1-tailed) | | .200c, d |

Based on the table above, it can be seen that the test results with the one sample Kolmogorov-Smirnov method (one sample KS) test with a significance value of 0.200 (Asymp. Sig. 2-tailed)) are greater than 0.05, so it can be concluded that the value residuals normally distributed.

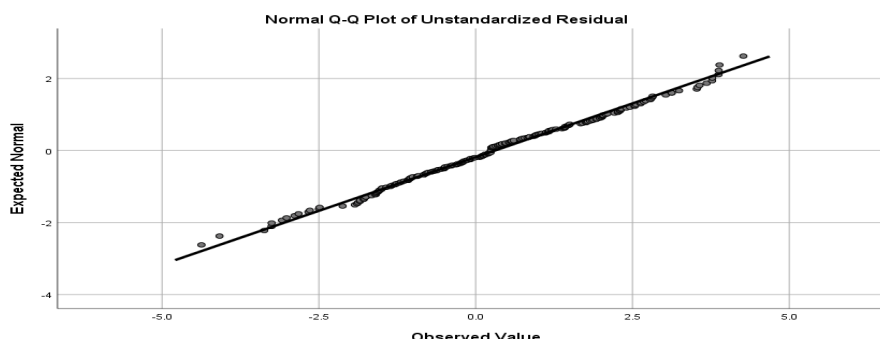


Figure 1 Q-Q Plot data

The graph above shows the distribution of the points approaching the diagonal line, meaning that the data used in the study are normally distributed.

3.1. Hypothesis Development

Based on the results of the research above, it shows that there is a positive and significant effect of product quality on buyer decisions. The sign value is $0.001 < 0.05$ (5% significance level) with a coefficient of 0.467, meaning that if there is an increase in product quality by 1 point, it will increase the buyer's decision by 0.467. This result is in accordance with the hypothesis that product quality has a positive and significant effect on buyer's decision. The results of this study are supported by the results of research by Widyastuti and Said (2017) which state that quality product quality has a positive and significant effect on purchasing decisions also in the research of Purba (2012,2015, 2016).

Based on the results of the study, it shows the effect of price perceptions is positive and significant on buyers' decisions. This result is in accordance with the hypothesis which states that price perceptions have a positive and significant effect on buyers' decisions. The results of this study are in line with the results of research by Widyastuti and Said (2017), there is a positive and significant influence on price perceptions on buyer decisions. Price is quite

sensitive; price for consumers is one of the main things that are considered for the money spent. Prices themselves are assessed by consumers from various aspects, from usability to timeframe. Therefore it is important to determine the correct price, because price is one of the elements that determine whether consumers will buy our products or not (Kotler & Armstrong, 2008).

Based on the research results above, the influence of brand image is significant and positive on buyer decisions. With a significance value of $0.001 < 0.05$ (5% significance level) and a coefficient of 0.460, it means that if there is an increase of 1 point in the value of brand image it will increase buyer's decision by 0.460. These results are in accordance with the hypothesis which says that there is a significant positive effect of brand image on buyer decisions. These results are supported by research by Widyastuti and Said (2017) which states that the positive and significant influence of brand image on buyer decisions. The identity of a product that can be easily remembered and recognized by the public or consumers is an invaluable asset. The brand has grown to be the biggest source of assets and is an important factor in the company's marketing activities. Brand image allows consumers to recognize a product, evaluate the quality of the product, and can cause a low purchase risk. Consumers generally prefer well-known brands even though the prices offered are sometimes more expensive (Sciffman & Kanuk, 2007).

Based on the F test, the results show that product quality, price perception and brand image simultaneously influence the buyer's decision. ANOVA test or statistical F test has an F test value of 103.66 with a probability of $0.000 < 0.05$ (5% significance level), so the regression model can be used to predict purchase decisions. It can be said that product quality, price perception and image simultaneously influence purchasing decisions significantly. While R square is 0.558 means 55.8% means that the three independent variables. Variables, namely product quality, price perception and brand image have an effect of 55.8% on the dependent variable (buyer's decision), and the remaining 44.2% is explained by other factors outside the model.

The purchase decision is influenced by many factors, in this study these factors are brand image, product designs and prices. It is proven that all independent variables have a significant effect on purchasing decisions on Adidas Running shoes in Jakarta. This is in accordance with the hypothesis that has been built which says there is a simultaneous and positive influence on product quality variables, price perception and brand image on buyer decisions. These results are supported by the results of research by Widyastuti and Said (2017) which state that brand image, product design and price perception have a positive and significant influence on buyer decisions. price perception and brand image on buyer's decision. These results are supported by the results of research by Widyastuti and Said (2017) which state that brand image, product design and price perception have a positive and significant effect on buyer decisions. price perception and brand image on buyer's decision. These results are supported by the results of research by Widyastuti and Said (2017) which state that brand image, product design and price perception have a positive and significant influence on buyer decisions.

4. Findings and Discussion

The F test shows whether all the independent variables or independent variables included in the model have a joint influence on the dependent or dependent variable. The F statistical test is used to meet all the effects of the independent variables tested at the 5% significant level.

Table 5 ANOVA TEST

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|-----|-------------|---------|-------|
| 1 Regression | 1825,183 | 3 | 608,394 | 103,666 | .000b |
| Residual | 1443,717 | 246 | 5,869 | | |
| Total | 3268,900 | 249 | | | |

a. Dependent Variable: Total (Y)

b. Predictors: (Constant), Total (X3), Total (X1), Total (X2)

The results of the simultaneous significant coefficient test can be seen in the table above the significant level value of 0.000 because the significant level is < 0.05 . It can be said that the independent variables jointly (simultaneously) affect the dependent variable. Multiple linear regression analysis is used to measure two or more variables and also shows the direction of the relationship between the trend variables, namely the buyer's decision (Y) and the

independent variables, namely product quality (X1), price perception (X2) and brand image (X3). The formula for multiple linear regression analysis is as follows:

Table 6 Multiple Linear Regression Results
 Results Coefficients Test

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------------|-----------------------------|------------|---------------------------|--------|------|
| | B | Std. Error | Beta | | |
| 1(Constant) | -5,634 | 1,629 | | -3,458 | .001 |
| Total (X1) | .467 | .087 | .300 | 5,373 | .000 |
| Total (X2) | .289 | .087 | .187 | 3,335 | .001 |
| Total (X3) | .460 | .066 | .388 | 7,004 | .000 |

a. Dependent Variable: Total (Y)

From the results of the data above, the multiple regression equation in this study can be obtained:

$$Y = -5.634 + 0.467 X1 + 0.289 X2 + 0.460$$

The results of the regression equation above can be interpreted as follows:

- A constant of -5.634 states that there is an increase in the product quality variable (X1), price perception (X2) and brand image (X3) or is considered constant, the buyer's decision will increase.
- Product quality (X1) is positive; this explains that if the quality of the product has increased it will be accompanied by an increase in buyer's decision of 0.467.
- Price perception (X2) is positive; this explains that if the price perception has increased, it will be accompanied by an increase in performance of 0.289.
- Citra Kirana Company (X3) is positive; this explains that if the brand image has increased it will be accompanied by an increase in performance of 0.460.

Based on the results of the research above, it shows that there is a positive and significant effect of product quality on buyer decisions. The sign value is $0.001 < 0.05$ (5% significance level) with a coefficient of 0.467, meaning that if there is an increase in product quality by 1 point, it will increase the buyer's decision by 0.467. This result is in accordance with the hypothesis that product quality has a positive and significant effect on buyer's decision. The results of this study are supported by the results of research by Widyastuti and Said (2017) which state that quality products have an influence.

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study these factors are brand image, product designs and prices. It is proven that all independent variables have a significant effect on purchasing decisions on Adidas Running shoes in Jakarta.

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5. Conclusion

Based on research that has been done that, 1) Product quality has a positive and significant effect on purchasing decisions for Adidas running shoes. This is based on the results of hypothesis testing in table xxx which shows that the variable product quality has an influence on the purchase decision of Adidas running shoes by 46.7%. These results indicate that the increasing quality of the product will increase buyer decisions. 2) Price perception has a positive and significant effect on buyer's decision. This is based on the results of hypothesis testing in table xxx which shows that the price perception variable has an influence on the purchase decision of Adidas running shoes by 28.9%. 3) Brand image has a positive and significant effect on buyer decisions. This is based on the results of hypothesis testing in table xxx which shows that the brand image variable has an influence on the purchase decision of Adidas running shoes by 46%. The results of this study are supported by the results of previous studies that have been conducted regarding the effect of brand image on purchasing decisions. 4) Product quality, price perception and brand image simultaneously have a significant and positive influence on buyer policy. This is based on the results of the F test which shows a sign value of $0.000 < 0.05$. These results are in accordance with the hypothesis and previous researchers who said there was a significant positive effect of product quality variables, price perception and brand image on the decision of buyers of Adidas Running shoes in Jakarta.

Limitations and Suggestions

Based on the conclusions that have been generated from this study, the author's suggestions for other researchers and the government are as follows:

1. Subsequent research can add other independent variables, so that the coefficient of determination can increase the percentage of research results.
2. In addition, in this study statistically there is not enough evidence to accept the hypothesis that price perceptions have a positive and significant effect on purchasing decisions. Subsequent research must be able to obtain supporting data to accept this hypothesis.

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