

## The Influence of Product Quality, Brand and Promotion on Purchase Decisions for Sports Equipment (Indonesian Athletes)

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### ABSTRACT

This study was used to measure the effect of product quality, brand and promotion on purchase decisions for sports equipment for athletes in region x. This research is a quantitative study in which the object used is the athletes in area x. This research was conducted using a non-probability sampling technique with a purposive sampling method. The number of samples used in this study was 90 respondents. The design used in this research is hypothesis testing using the structural equation model (SEM) - SmartPLS 3.0. The results of this study provide an explanation that the variables of product quality have a positive effect on the purchase decision for sports equipment for athletes in region x, and brand and promotion have that no effect on the purchase decision for sports equipment for athletes in region x. This research has a limited object of research which is only carried out on the athletes in region x. This is used as a suggestion for future researchers. The novelty in this study combines the variables of product quality, brand and promotion on purchase decisions for sports equipment for athletes in region x.

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## INTRODUCTION

In this modern era, consumer desires are increasing. In addition to wanting products that have good functions, consumers also want products that look attractive. From time to time, the development of fashion changes and varies, from clothes, pants, shoes, and even cellphone cases to becoming part of fashion. Sports equipment products are no exception, as the products offered from head to toe have different models and types (Nizar Ganim et al., 2021). For some people, fashion is used as a new lifestyle in everyday life. Fashion includes clothes, jackets, pants, shoes, and socks. This fashion also affects the sports equipment industry. One of the most important decisions an athlete can make is the type of sports equipment that suits his needs. Sports equipment is becoming increasingly popular, with a wide selection of various brands to support the performance of an athlete. In Indonesia, there are many companies that sell sports shoes, therefore, the needs of athletes in their needs are faced with the choices of existing brands. The number of companies that become manufacturers of sports equipment creates competition in the sports equipment segment.

The competition that occurs in sports equipment manufacturers is very competitive. Each of the companies in the field of sports has products that have good quality. According to cyber survey agency The Top Tens, several popular sports equipment companies in the world, such as Adidas, Nike, Puma and Reebok, are manufacturers experiencing intense competition in this industry. The quality of the product is also very important for athletes. Product quality is a potential strategic weapon to beat competitors. Product quality in question is an understanding that the products offered by the company have more selling points that are not owned by competing products. Therefore the company tries to focus on the quality of its products and compare it with products offered by competing companies (Herlambang & Komara, 2021).

The brand image of a product is a representation of the overall perception of the brand and is formed from information and past experiences of the brand. The influence of a product's brand image is related to the athlete's beliefs and preferences for a product brand. Brand image (brand image) is very decisive in influencing purchasing decisions. Another factor that can increase sales is the company must do promotions. With the high level of promotion carried out by the company, the company has the opportunity to improve the sales graph. However, the quality of a product or service marketed by the company, if only a few people know about the use of the product, then consumers become doubtful and will never buy it (Kurniawan, 2018).

## THEORETICAL REVIEW

### *Purchasing Decision*

Decisions are a decision-making process to buy the most preferred product from several available options (Mourina & Mulyadi, 2020). Consumer decisions are motives or impulses that arise against something where buyers make purchases due to needs and desires (Senggetang et al., 2019).

### *Product Quality*

Market orientation describes how companies do or run the marketing concept. From another perspective, market orientation can also be understood as innovative behaviour (Arief & Rosiawan, 2009).

### *Brand*

Brands are visions and beliefs that are buried in the minds of consumers as a reflection of associations that are retained in consumers' memories (Kotler, 2009). Meanwhile, according to (Wijayanto & Iriani, 2013), brand image is the perception and belief in a set of associations of a brand that occurs in the minds of consumers.

### *Promotion*

According (Mujid & Andrian, 2021), promotion is a technique of communicating information about products and being part of the marketing mix, namely the overall message contained in the product given by the company to customers. Promotion means an increase in position (Novita Wahyu Setyawati et al., 2022)

Product quality is one of the factors that consumers consider before buying a product. Most products are supplied at one of four quality levels, namely: low quality, average quality, good quality and very good quality. Some of the attributes above can be measured objectively. Research (Erlangga et al., 2021) suggests that there is a positive influence of product quality on purchasing decisions. A strategy regarding the brand that can be done to maintain the integrity of the brand image in the eyes of consumers is to carry out a brand extension. Purchase decisions can also be influenced by the brand because branding has become an important strategy for a product. The brand name tells the consumer something about the quality of the product. According to research (Fatmaningrum et al., 2020), brands have a positive and significant effect on purchasing decisions. This is because the brand is the basis for building a comprehensive image of the specific quality of the product.

Promotion is an activity carried out by companies to market their products with the aim that consumers know the description of the product. Promotion is thought to be a factor in determining purchasing decisions. This means that sales promotions are short-term incentives to encourage the purchase or sale of products or services. According to (Tauza Faisal & Suprihadi, 2018), the promotion has a positive effect on purchasing decisions. This is probably due to promotions carried out by the company according to what the customer wants, so the customer decides to buy the product. Based on the arguments above, several hypotheses are drawn as follows:

H1. Product Quality has an effect on Purchase Decision.

H2. The brand has an effect on Purchase Decision.

H3. The promotion has an effect on Purchase Decision.

The Framework of thought is an important part of the thinking process to describe the relation of variables in research (Handayani & Rianto, 2021).

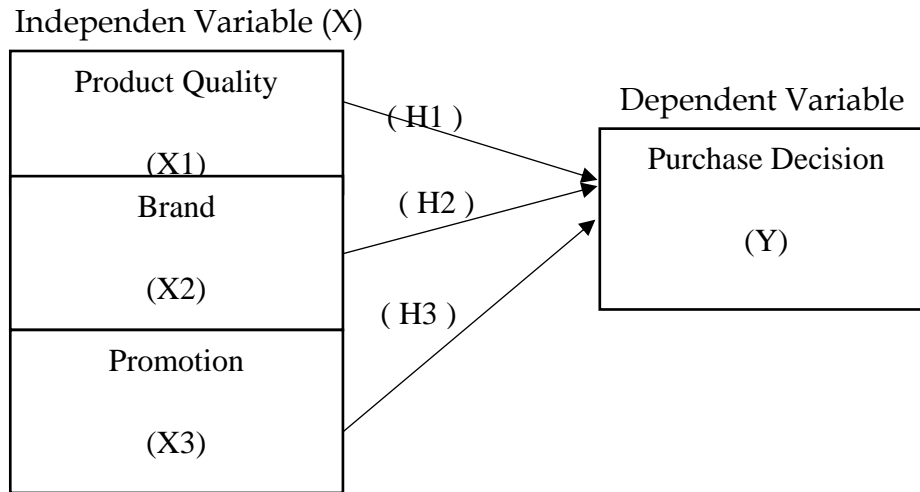


Figure 1. Conceptual Framework

**METHODOLOGY**

This research is research using quantitative methods. The quantitative method is a data analysis using a statistical approach, calculating correlations, regression, difference testing, and path analysis (Rianto et al., 2022). Quantitative research is also a measurement of data through numbers to answer existing research problems. The population in this study is consumer sports equipment on athletes in area x. This study refers to the opinion (Hair et al., 2019) in determining the sample where the number of indicators is multiplied by the number 5-10. In this study, there are eight indicators, so the calculation is 18x5. Based on the calculation results, the minimum number of samples in this study was 90 respondents. The measurement of variables in this study uses a Likert scale of 1 - 5 adopted from research (Woelandari et al., 2022). Strongly disagree = 1, disagree = 2, neutral / doubtful = 3, agree = 4 and strongly agree = 5. This study uses the SmartPls analysis tool to test the feasibility of the data and draw conclusions in the hypothesis. The outer model test and the inner model test are the analytical tools that will be used in this study.

**RESULTS**

*Result of Outer Model Test*

Test results in this study used the results of the outer model test. Based on the results of the validity test, all statement items meet the requirements > 0.7, and there are several items from the statement that must be eliminated because they do not meet the validity requirements.

Table 1. SmartPls 2022 Data Processing

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Purchase Decision	0.904	0.913	0.929	0.724
Product Quality	0.837	0.946	0.887	0.664
Brand	0.840	0.881	0.892	0.673
Promotion	0.884	0.989	0.914	0.681

Based on the results above, it can be concluded that Cronbach's Alpha value for all variables is above 0.8, meaning that this study meets the reliability requirements.

*Results of Hypothesis - Inner model*

The results of hypothesis testing in this study indicate a relationship between the independent and dependent variables indicated by the following path model:

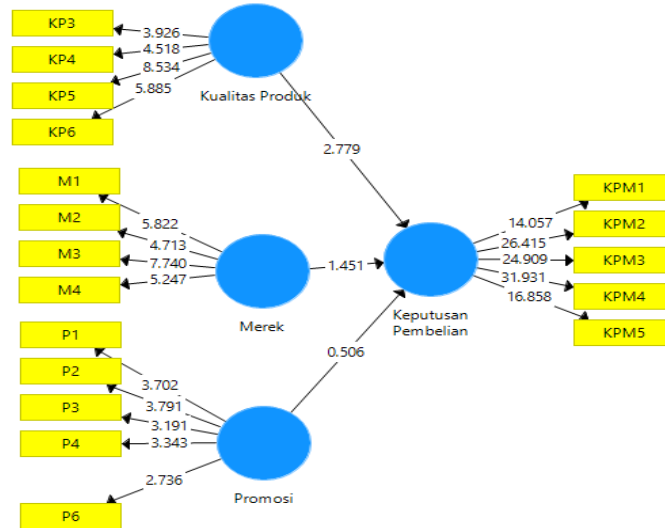


Figure 2. SmartPLS 2022 Data Processing

Table 2. Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEVI)	P Values
Proct Quality -> Purchase Decision	0.219	0.240	0.079	2.779	0.006
Brand -> Purchase Decision	0.153	0.164	0.105	1.451	0.147
Promotion -> Purchase Decision	0.079	0.114	0.156	0.506	0.613

Test results Based on the results of the inner test above, it can be concluded that the influence of product quality on purchasing decisions for sports equipment in athletes with a p-value of 0.006, which means it is smaller than the level of significance of 0.05 ( $0.006 < 0.05$ ) so that it can be concluded that there is an influence between product quality on purchasing decisions for sports equipment, so the results of this study prove that hypothesis 1 (H1) is accepted. The results of the inner test in this study also found that the brand variable had no effect on purchasing decisions for sports equipment because the p-value of 0.147 was greater than the 0.05 level of significance where ( $0.147 > 0.05$ ) means that the hypothesis (H2) is rejected. The results of the inner test in this study also found that promotion had no effect on purchasing decisions for sports

equipment. It was because the p-value of 0.613 was greater than the 0.05 level of significance, where  $(0.613 > 0.05)$  means that the hypothesis (H3) is rejected.

## **DISCUSSIONS**

The results of the data analysis above have provided new findings and conclusions that there are several factors that influence the decision to purchase sports equipment for athletes. The first finding is that the product quality variable has an effect on purchasing decisions for sports equipment. This research is in line with previous research (Erlangga et al., 2021), which states that product quality has a significant and positive influence on purchasing decisions, which means that the high level of product quality provided by a company becomes the athlete's decision to buy. The sports product. Product quality is important for athletes.

The second finding shows that the brand has no influence on the decision to purchase sports equipment for athletes. This study is not in line with previous research on the relationship between brands to purchasing decisions (Fatmaningrum et al., 2020) which states that brands have a significant influence on purchasing decisions. However, a previous study (Nasution et al., 2020) stated that the brand had no influence on purchasing decisions. This was because athletes did not decide to buy certain brand of sports equipment and did not know how the quality was. The brand is not something that is considered in selecting and deciding on a purchase for athletes in region X.

The results from the analysis in this study have no influence on the purchase decision. This study is not in line with previous research (Tauza Faisal & Suprihhadi, 2018) in research. It states that promotion has a significant and positive effect. However, this assessment is in line with previous research researched by (Nasution et al., 2020) that the promotion variable does not have a significant influence on purchasing decisions. This is due to the needs of athletes who are routine in the field of sports so that the need for sports equipment does not affect the promotion, which is an important consideration as needed and has a quality that is in accordance with the activity capacity of the athletes.

## **CONCLUSIONS AND RECOMMENDATIONS**

This study was used to measure the effect of product quality, brand and promotion on purchase decisions for sports equipment for athletes in region x. This research is a quantitative study in which the object used is the athletes in area x. This research was conducted using a non-probability sampling technique with a purposive sampling method. The number of samples used in this study was 90 respondents. The design used in this research is hypothesis testing using the structural equation model (SEM) - SmartPLS 3.0. The results of this study provide an explanation that the variables of product quality have a positive effect on the purchase decision for sports equipment for athletes in region x, and brand and promotion have thus no effect on the purchase decision for sports equipment for athletes in region x. This research has a limited object of research which is only carried out on the athletes in region x. This is used as a suggestion for future researchers. The novelty in this study combines the variables of product quality, brand and promotion on purchase decisions for sports equipment for athletes in region x.

The competition that occurs in sports equipment manufacturers is very competitive. Each of the companies in the field of sports has products that have good quality. According to cyber survey agency The Top Tens, several popular sports equipment companies in the world, such as Adidas, Nike, Puma and Reebok, are manufacturers experiencing intense competition in this industry. The quality of the product is also very important for athletes. Product quality is a potential strategic weapon to beat competitors. Product quality in question is an understanding that the products offered by the company have more selling points that are not owned by competing products. Therefore the company tries to focus on the quality of its products and compare it with products offered by competing companies.

### **FURTHER STUDY**

The results of this study, researchers hope that this research can be useful for the wider community and manufacturers of sports equipment. With the limitations of the authors in researching, further researchers are expected to add other independent variables such as price, consumer loyalty, product innovation, brand trust, convenience, consumer characteristics and many more that can explain the influence on purchasing decisions that were not examined in this study.

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