



The Influence of *Brand Image, Product Design, and Price* on Purchasing Decisions for Nike Shoes in Denpasar City

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ABSTRACT

This consider points to decide the impact of brand picture, item plan and cost on acquiring choices. The area of this inquire about is in Denpasar City. The information collection method utilized was a survey. The populace employments Nike brand shoe items, with a test of 105 respondents. The data analysis techniques used are Descriptive Statistical Analysis, Data Instrument Test, Classical Assumptions, Multiple Linear Regression, F, t, Determination and Beta Coefficient. Based on the comes about of the think about, it was gotten that brand picture incorporates a positive and significant impact on obtaining choices, item plan incorporates a positive and noteworthy impact on acquiring choices, and cost incorporates a positive and critical impact on obtaining choices, brand picture, item plan and cost have a positive and noteworthy impact on obtaining choices. Suggestions that can be given by researchers are that it is hoped that Nike will always maintain the quality of the products offered, increase the variety of designs, so that later it will have products with a variety of designs, make more affordable pricing policies and add types of shoes, so that later it will have complete types of shoes

INTRODUCTION

The progress of the era is identical to the many developments that are increasingly modern, in Indonesia itself, especially in the shoe production industry business, is one that has experienced significant development. One of the popular shoe brands on the market today is NIKE, Inc. Nike is consistent in making sales by choosing the right marketing strategy and producing quality products. However, there is a phenomenon that shows that Nike is experiencing a fluctuating percentage condition on the Top Brand Index in the 2019-2022 period.

Table 1. Top Brand Index of Sports Shoes Category in Indonesia 2019-2022 (in percent)

Brand Name	2019	2020	2021	2022
Adidas	37.00	38.60	37.60	34.80
Nike	21.10	18.10	22.50	21.60
Ardiles	8.30	11.10	11.10	8.70
Diadora	2.90	5.10	5.30	6.80
Reebook	6.30	5.30	7.50	4.40

Source: (www.topbrand-award.com) 2019-2022

Table 1 shows the percentage movement of the Nike brand which decreased by 3.00 percent in 2020. Then in 2021 it increased again by 4.40 percent. In 2022, Nike again experienced a decrease in the index of 0.90 percent. This condition will certainly have an impact on purchasing decisions on Nike brand shoes.

The choice to buy a item is unequivocally affected by the appraisal and open discernment of the item. Concurring to Kolinug et al., (2022) acquiring choices comprise of stages within the obtaining decision-making handle where shoppers will purchase the item they have decided. Acquiring choices can happen when customers have made their choice, one of the things that influences consumers in choosing the proper shoes is the quality and consolation given.

Nike must be able to maintain a good brand image in the minds of consumers in increasing purchasing decisions. Brand image itself is the perception and belief of consumers about products and slogans that are embedded in the memories of customers or consumers (Astuti et al., 2021). A good brand reputation can strengthen purchasing decisions. In its promoting, Nike employments a brief and special motto, to be specific "Fair Do It" so that it is simple to keep in mind and sticks within the minds of its buyers , This of course can progress the brand picture of Nike items, particularly the shoes they create so that they are effectively recognized by customers.

Item plan is one of the critical things for companies in making the items they offer to shoppers. Concurring to Kotler and Armstrong (2001:275) within the inquire about Saidani et al. (2018), Product plan is the method of planning the demonstrate and function of the item so that it contains a particular characteristic.

Nike produces its shoes with its own characteristics so that a pair of shoes will be priced according to its specifications. According to Bintang (2023), price is the amount of money spent on a product or service, or the amount of value exchanged by consumers to benefit from the use of a product or service.

Based on the results of interviews with 30 consumers of Nike shoes, it is known that the reason consumers make purchasing decisions for Nike shoe products is because the information about the products and prices presented is quite complicated and seems pricey. This articulation is bolstered by pre-survey information conducted by analysts to discover out the reactions of respondents to Brand picture, item plan, and cost factors which are components thought to energize shopper acquiring choices on Nike brand shoes in Denpasar city.

Table 2. Pre-Survey Results of Purchasing Decision Research on Consumers of Nike Brand Shoes in Denpasar City

No.	Question	Number of Respondents		
		Yes	No	May
1	Nike offers a memorable and engaging product or user experience	24	-	6
2	Nike is the first choice of where to buy trendy sports shoes	26	-	4
3	The product information presented is quite complicated to understand	20	3	7
4	Information about product prices presented seems pricey	20	3	7

Source: Data Processed, 2023

Based on a pre-survey of 30 respondents who live in Denpasar City, there are things that gotten to be questions, specifically data around items that are very complicated and costs that appear expensive so that customers falter in making obtaining choices.

LITERATURE REVIEW

The hypothesis that underlies this inquire about is the Hypothesis of Customer Behavior. Shopper behavior is the think about of how people, bunches, and organizations in choosing, handling, and utilizing merchandise, administrations, thoughts, or encounters can fulfill customer needs and wants (Asir et al., 2023).

Research conducted by Wahyuni & Rahanatha, (2020) explains that brand image has a positive and significant influence on purchasing decisions. Yordana, (2018) and also research conducted by Alfarisi, (2019) explain that the Brand Image variable has a significant and positive influence on purchasing decisions. This statement is supported by research conducted (Anggraeni & Soliha, 2020), (Rosanti et al., 2021), and (Salsabila & Maskur, 2022) which states, brand image has a positive and significant effect on purchasing decisions.

H₁ : Brand Image has a positive and significant effect on purchasing decisions on Nike brand shoe products.

Research conducted by Rehansyah (2023) Product design is a product characteristic that makes the product very attractive, strong, easy to carry, store and so on. This is in line with the results of research conducted by Handayani, et al (2020) which states that product design variables have a positive and significant effect on purchasing decisions.

H₂ : Product Design has a positive and significant effect on purchasing decisions on Nike brand shoe products.

Research conducted by Wirawan & Seminari (2021), Katu & Suparna (2022) shows that the price variable has a positive and significant effect on purchasing decisions.

H₃ : Price has a positive and significant effect on purchasing decisions on Nike brand shoe products.

Investigate conducted by Rizan et al. (2017) clarifies in his investigate that brand picture, item plan, and cost have an impact on acquiring choices, the comes about gotten are item quality and item plan have a critical impact on obtaining choices in part or at the same time. Investigate conducted by Putri (2019) too states that brand picture, item plan, and cost at the same time have a critical impact on obtaining choices.

H₄ : Brand Image, Product Design, and Price have a simultaneous effect on Purchasing Decisions.

The conceptual framework in this study is as follows.

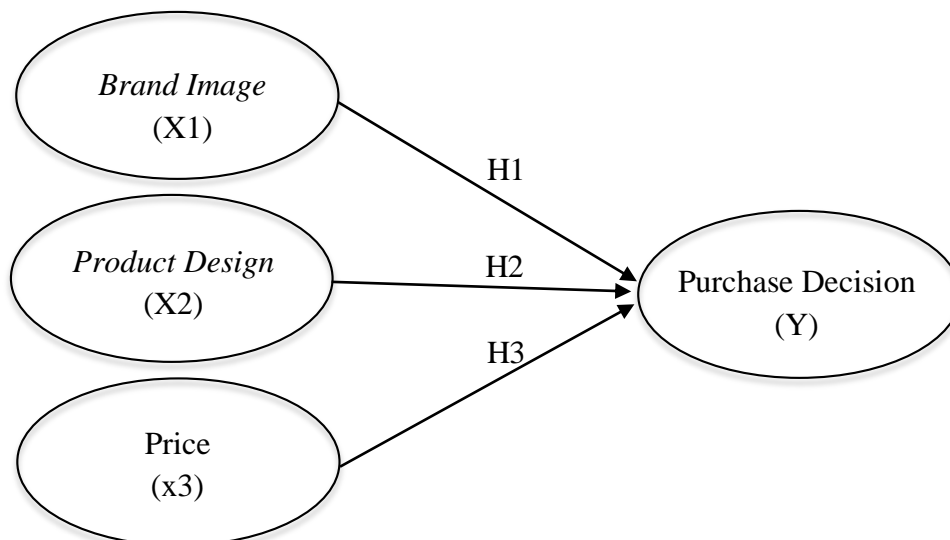


Figure 1. Conceptual Framework of the Research

METHODOLOGY

This Investigate employments a quantitative approach with causality acquainted strategy. This investigate was conducted in Denpasar City. This think about points to decide the impact of brand picture, item plan and cost on acquiring choices. The objects of this investigate are brand picture, item plan, cost (X) and obtaining choices (Y). The population in this study were people in the Denpasar City area who had the intention to buy and use Nike brand shoe products. The sample determined in this study was 105 respondents with the sampling method, namely the nonprobability sampling method. Data collection in this study used a survey method with an online questionnaire instrument in the form of a google form. The analysis techniques used are classical assumption test, multiple linear regression analysis, hypothesis testing (t test), F test and coefficient of determination test (R^2).

Table 3. Validity Test Results

No.	Variable	Item Statement	Total Item Correlation	Information
1.	Brand image (X1)	X1.1	0,839	Valid
		X1.2	0,832	Valid
		X1.3	0,809	Valid
2.	Product design (X2)	X2.1	0,689	Valid
		X2.2	0,934	Valid
		X2.3	0,781	Valid
		X2.4	0,862	Valid
3.	Price (x3)	X3.1	0,874	Valid
		X3.2	0,891	Valid
		X3.3	0,727	Valid
4.	Purchase decision (Y)	Y.1	0,723	Valid
		Y.2	0,823	Valid
		Y.3	0,730	Valid
		Y.4	0,637	Valid
		Y.5	0,616	Valid

Source: Data Processed, 2024

The test comes about in Table 3. appear that all investigate disobedient utilized to degree brand picture, item plan, cost and buy choice factors have a relationship coefficient esteem with the entire score of all explanation things of more than 0.361. This appears that the explanation things within the inquire about instrument are substantial and appropriate for utilize as inquire about disobedient.

Table 4. Reliability Test Results

No.	Variables	Cronbach's Alpha	Description
1.	Brand image (X1)	0,766	Reliable
2.	Product design (X2)	0,833	Reliable
3.	Price (X3)	0,767	Reliable
4.	Purchase decision (Y)	0,716	Reliable

Source: Data Processed, 2024

The reliability test results in Table 4. show that the three research instruments have a Cronbach's Alpha coefficient of more than 0.60, so they can be said to be reliable, so they can be used in this study.

RESULTS

Table 5. Characteristics Responden

No	Characteristic	Klasifikasi	Sum Respondents (People)	Percentage (%)
1	Gender	Law - Law	59	56,2
		Woman	46	43,8
		Sum	105	100
2	Age	17 - 23 years old	56	53,3
		24 - 29 years old	32	30,5
		30 - 35 years old	13	12,4
		Sum	105	100
3	Last education	High School/Vocational School/Equivalent	56	53,3
		Diploma	10	9,5
		Bachelor	34	32,4
		Graduate	5	4,8
		Sum	105	100
4	Work	Students/Students	56	53,3
		Private Employees	29	27,6
		PNS	2	1,9
		Wiraswasta	18	17,1
		Sum	105	100
5	Monthly Income	Rp1.000.000,- s/d Rp2.000.000,-	9	8,6
		Rp2.100.000,- s/d Rp3.000.000,-	45	42,9
		Rp3.100.000,- s/d Rp4.000.000,-	20	19
		> Rp4.000.000,-	31	29,5
		Sum	105	100

Source: Data Processed, 2024

Table 5. shows the characteristics of respondents. When viewed from gender, those who have male gender dominate in this study with a percentage of 56.2%. When viewed from age, those aged 17-23 years dominate with a percentage of 53.3%. When viewed from the latest education, those with high school / vocational / equivalent education dominate with a percentage of 53.3%. When viewed from work, those who work as students dominate with a percentage of 53.3%. When viewed from monthly income, those who have a monthly income of Rp 2,100,000 - < Rp 3,000,000 dominate with a percentage of 42.9%.

Table 6. Description of Respondents' Answers to Brand Image Variables

No.	Statement	STS	TS	CS	S	SS	Average	Ket.
		1	2	3	4	5		
1	Nike brand shoes provide usage benefits in fulfilling needs.	0	0	20	49	36	4,15	Good
2	Nike brand shoes have good product quality .	0	5	16	48	36	4,10	Good
3	Nike brand shoes have a distinctive feature that distinguishes its products from other brands of shoe products.	0	3	16	44	42	4,19	Good
Average Score of Brand Image Variable							4,15	Good

Source: Data Processed, 2024

The brand image variable has an average score of 4.15 which includes good criteria. The lowest average value of respondents' answers was shown in the statement "Nike brand shoes have good product quality." with an average value of 4.10. The highest average value is shown in the statement "Nike brand shoes have characteristics that distinguish their products from other brands of shoe products." with an average value of 4.19.

Table 7. Description of Respondents' Answers to Product Design Variables

No.	Statement	STS	TS	CS	S	SS	Average	Ket.
		1	2	3	4	5		
1	Nike brand shoes have a variety of designs.	0	1	23	49	32	4,07	Good
2	Nike brand shoes have the latest models according to the use of shoes.	0	2	20	48	35	4,10	Good
3	Nike is synonymous with interesting color combinations on its shoes.	0	2	18	51	34	4,11	Good
4	Nike brand shoes have a trendy design that keeps up with the times.	0	2	18	46	39	4,16	Good
Average Score of Product design Variables							4,11	Good

Source: Data Processed, 2024

The product design variable has an average score of 4.11 which includes good criteria. The lowest average value of respondents' answers was shown in the statement "Nike brand shoes have a variety of designs" with an average value of 4.07. The highest average value is shown in the statement "Nike brand shoes have a trendy design following the times" with an average value of 4.16.

Table 8. Description of Respondents' Answers to Price Variables

No.	Statement	STS	TS	CS	S	SS	Average	Ket.
		1	2	3	4	5		
1	The price of Nike brand shoes is within my financial means.	0	2	18	57	28	4,06	Appropriate
2	The price of Nike brand shoes is more affordable than other brand shoes.	0	2	25	58	20	3,91	Appropriate
3	The price of Nike brand shoes is in accordance with the quality of the products offered.	0	3	14	61	27	4,07	Appropriate
Price Variable Average Score							4,01	Appropriate

Source: Data Processed, 2024

The price variable has an average score of 4.01 which includes appropriate criteria. The lowest average value of respondents' answers is shown in the statement "The price of Nike brand shoes is more affordable than other brand shoes." with an average value of 3.91. The highest average value is shown in the statement "The price of Nike brand shoes matches the quality of the products offered" with an average value of 4.01.

Table 9. Description of Respondents' Answers to Purchasing Decision Variables

No.	Statement	STS	TS	CS	S	SS	Average	Prob.
		1	2	3	4	5		
1	The Nike brand offers a complete range of shoes.	0	1	24	58	22	3,96	Exactly
2	The Nike brand is a trusted choice of shoe products.	0	7	15	52	31	4,02	Exactly
3	The Nike brand can be purchased easily at various outlets in Denpasar City.	0	2	16	60	27	4,07	Exactly
4	Purchases of Nike brand shoes are made when there is a discount.	0	3	23	47	32	4,03	Exactly
5	Payment for the purchase of Nike brand shoes can be made in various ways.	0	1	20	48	36	4,13	Exactly
Average Score of Purchasing Decision Variables							4,04	Exactly

Source: Data Processed, 2024

The purchasing decision variable has an average score of 4.04 which includes the right criteria. The lowest average value of respondents' answers is shown in the statement "The Nike brand offers complete types of shoes" with an average value of 3.96. The highest average value is shown in the statement "The Nike brand can be purchased easily at various outlets in Denpasar City" with an average value of 4.07.

Table 10. Normality Test Results

Unstandardized Residual	
N	105
Asymp.Sig.(2-tailed)	0,139

Source: Data Processed, 2024

Based on Table 10. it can be seen that the Asymp. Sig. (2-tailed) esteem is 0.139. These comes about demonstrate that the relapse condition show is regularly disseminated since the Asymp. Sig. (2-tailed) is more noteworthy than the alpha esteem of 0.05.

Table 11. Multicollinearity Test Results

Variables	Tolerance	VIF
Brand image	0,596	1,679
Product design	0,797	1,255
Price	0,604	1,655

Source: Data Processed, 2024

Based on Table 11. it can be seen that the resilience and VIF values of the brand picture, item plan and cost factors appear that the resilience esteem for each variable is more noteworthy than 0.10 and the VIF esteem is less than 10, which implies that the relapse condition demonstrate is free from multicollinearity.

Table 12. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	3,986	0,935		4,264	0,000
Brand image	-0,125	0,072	-0,214	-1,730	0,087
Product design	-0,062	0,052	-0,129	-1,203	0,232
Price	0,013	0,081	0,020	0,161	0,872

Source: Data Processed, 2024

Table 12. shows that each model has a significant value greater than (0.05). This implies that there's no impact between the free factors on the outright remaining. So that the show made does not contain indications of heteroscedasticity.

Table 13. Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,656	1,638		1,621	0,108
Brand image	0,570	0,127	0,386	4,498	0,000
Product design	0,233	0,091	0,190	2,562	0,012
Price	0,551	0,142	0,329	3,870	0,000

Source: Data Processed, 2024

Based on Table 13, the regression equation is obtained as follows:

$$Y = 2.656 + 0.570X_1 + 0.233X_2 + 0.551X_3$$

The clarification of the comes about of the different direct relapse condition, among others: The consistent esteem of 2.656 shows that on the off chance that the cost, item quality and cost are break even with to zero (0), client fulfillment will be at a consistent 2.656. The relapse coefficient esteem of brand picture (X1) of 0.570 demonstrates that there's a positive impact between the brand picture variable on obtaining choices of 0.570. This implies that in the event that the free variable brand picture increments by 1 unit with the presumption that the other autonomous factors are consistent, the obtaining choice variable will increment by 0.570. The relapse coefficient esteem of item plan (X2) of 0.233 demonstrates that there's a positive impact between the item plan variable on obtaining choices of 0.233. This means that if the independent variable product design increases by 1 unit with the assumption that the other independent variables are constant, the purchasing decision variable will increase by 0.233. The regression coefficient value of the price (X₃) of 0.551 indicates that there is a positive influence between the price variable on purchasing decisions of 0.551. This implies that in the event that the autonomous variable cost increments by 1 unit with the presumption that the other autonomous factors are consistent, the obtaining choice variable will increment by 0.551.

Table 14. Results of the T-Test

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	2,656	1,638		1,621	0,108
Brand image	0,570	0,127	0,386	4,498	0,000
Product design	0,233	0,091	0,190	2,562	0,012
Price	0,551	0,142	0,329	3,870	0,000

Source: Data Processed, 2024

The results of the analysis of the brand image variable on purchasing decisions obtained the t value of $4.498 > t$ table 1.660 and a significance value of $0.000 < 0.050$ indicate that H_0 is rejected and H_1 is accepted. The results of the analysis of the product design variable on purchasing decisions obtained the t value of $2.562 > t$ table 1.660 and a significance value of $0.012 < 0.050$ indicates that H_0 is rejected and H_2 is accepted. The results of the analysis of the price variable on purchasing decisions obtained the t value of $3.870 > t$ table 1.660 and a significance value of $0.000 < 0.050$ indicate that H_0 is rejected and H_3 is accepted.

Table 15. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	499,456	3	166,485	42,469	0,000 ^b
	Residuals	395,934	101	3,920		
	Total	895,390	104			

Source: Data Processed, 2024

Based on the comes about of the relapse investigation in Table 15, the free factors at the same time influence the subordinate variable. The results of the F test analyzed using the SPSS 25 program obtained a significance value of $0.000 < 0.05$, indicating that H_0 is rejected and H_4 is accepted. This result means that there is a significant influence between brand image, product design and price on purchasing decisions.

Table 16. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747 ^a	.558	.545	1.980

Source: Data Processed, 2024

Based on Table 16, the Balanced R Square esteem is 0.545, this implies that 54.5 percent of the variety in acquiring choices (Y) is affected by the brand picture variable (X1), item plan (X2) and cost (X3), the remaining $(100\% - 54.5\%) = 45.5$ percent is affected by other variables exterior the show.

DISCUSSION

The comes about of the theory in this consider demonstrate that brand picture includes a positive and noteworthy impact on obtaining choices. This appears that the superior the brand picture, the more fitting the obtaining choice of the Nike brand shoes in Denpasar City. So that the primary theory in this think about is acknowledged. This is also in line with research conducted by Yordana, (2018); Alfarisi, (2019); Anggraeni & Soliha, (2020); Rosanti et al., (2021); and Salsabila & Maskur, (2022) which also states that brand image has a positive and significant effect on purchasing decisions.

The comes about of the speculation in this think about demonstrate that item plan contains a positive and critical impact on acquiring choices. This appears that the way better the item plan, the more fitting the obtaining choice of Nike shoes in Denpasar City will be. So that the moment speculation in this ponder is acknowledged. This is also in line with research conducted by Handayani, et al. (2020), Saputri et al. (2019); and Ansah (2019) which also states that product design has a positive and significant effect on purchasing decisions.

The comes about of the theory in this think about demonstrate that cost features a positive and critical impact on obtaining choices. This appears that the more fitting the cost, the shopper will feel that the buy choice for Nike shoes in Denpasar City is right. So that the third hypothesis in this study is accepted. This is also in line with research conducted by Wirawan & Seminari (2021), Katu & Suparna (2022); and Destarini & Prambudi (2020) which state that price has a positive and significant influence on decisions to use.

The comes about of the theory in this think about show that brand picture, item plan and cost have a positive and noteworthy impact on acquiring choices. This appears that the way better the brand picture, item plan and cost, the more fitting the buy choice for Nike shoes in Denpasar City. So that the fourth theory in this consider is acknowledged. The results of this study are in accordance with previous research conducted by Rizan et al. (2017) and Putri (2019) state that brand image, product design and price have a positive and significant effect on purchasing decisions.

The hypothetical suggestions of this inquire about give prove for the improvement of concepts related to brand picture, item plan, cost, and obtaining choices. Where through the comes about of this ponder it states that brand picture, item plan, and cost have a positive and critical impact on acquiring choices which are in understanding with the clarification of the hypothesis utilized, specifically customer behavior.

The commonsense suggestions of this inquire about are anticipated to be valuable for the Nike company so that it can utilize this investigate as a learning reference and be able to supply information and input that's utilized as a thought by the Nike company in deciding fitting and suitable procedures to progress acquiring choices by shoppers.

CONCLUSION AND RECOMMENDATION

Conclusion

Brand image has a positive and significant effect on purchasing decisions for Nike shoes in Denpasar City. These results indicate that the better the *brand image*, the more purchasing decisions for Nike shoes will increase in Denpasar City. *Product design* has a positive and significant effect on purchasing decisions for Nike shoes in Denpasar City. These results indicate that the better the *product design* owned by Nike shoe products, it will increase the purchasing decision for Nike shoes in Denpasar City. Price has a positive and significant effect on purchasing decisions for Nike shoes in Denpasar City. These results indicate that the more appropriate the price of the shoes offered will increase the decision to purchase Nike shoes in Denpasar City. *Brand image*, *product design* and price have a positive and significant effect on purchasing decisions for Nike shoes in Denpasar City. These results indicate that *brand image*, *product design* and price can actually increase the purchasing decision for Nike shoes in Denpasar City.

Recommendation

The research suggestion for Nike is that Nike is expected to always maintain the quality of the products offered. It is hoped that Nike will increase the variety of *designs*, so that in the future has products with more diverse *designs*. It is hoped that Nike will make a more affordable pricing policy . It is hoped that Nike will add types of shoes, so that later it will have complete types of shoes . For further researchers, it is hoped that they can examine and examine more deeply other factors not examined in this study that can influence purchasing decisions. So that later you can find out what actions must be taken to improve purchasing decisions.

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