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Analysis of the Role of Product Quality and Brand Image on the Purchase Decision of Customers of Shoes Products in Jakarta

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ABSTRACT

The purpose of this study was to determine and analyze the effect of brand image on the decision to purchase Vans brand shoes. The second is to find out and analyze the influence of product quality on purchasing decisions for Vans brand shoes. The quantitative method is the preferred approach in this research. Researchers collected data through questionnaires. The population in this research are people who have bought Vans shoes in Jakarta. Determination of the sample used is a non-probability sampling technique with purposive sampling method. The sample used was 150 respondents with the criteria of respondents who owned and experienced the quality of Vans shoes. The conclusion of the study is that brand image variables have a significant effect on shoe purchasing decisions. The product quality variable has a significant effect on the decision to buy shoes

INTRODUCTION

Shoes are one of the most popular fashion items for people in Indonesia. This can be seen from the footwear business itself which is experiencing quite good growth. The penchant for buying shoes has made Indonesians already have certain well-known brands. Based on the Topbrands website in 2018, the Vans shoe brand is in 4th place in the nomination for a well-known brand in Indonesia.

Vans is a shoe brand originating from California, USA. Initially these shoes were in demand by skaters (people who play skateboards). Over time these shoes have been in demand by all walks of life. Vans then developed its business in various countries including Indonesia.

Vans shoes continue to grow and become more famous, however, shoes with KW products with the Vans brand appear. This causes the quality of Vans shoes to decline in the eyes of consumers. Thus making the image of the Vans shoe brand begin to fade. This is proved by the researchers from the results of the pre-survey conducted. Of the 25 respondents who said the quality of Vans shoes was not good, 40% or 10 people. As well as other results showing 48% of respondents or 12 people did not want to buy Vans brand shoes.

Research conducted by (Rosady & Kusumawardhani, 2018) states that product quality has a significant effect on brand image and promotion has a significant effect on purchasing decisions. In addition, there is research from (Indrianto, 2022) which explains that brand image, product quality and price have a significant effect on purchasing decisions. Then there is research from (Saputri et al., 2019) which states brand image, product design, and perceived quality have a significant effect on purchasing decisions.

Furthermore, there is research from (Saputra & Dinalestari, 2017) stating that 72 research respondents answered that brand image and product quality had a significant effect on purchasing decisions. In another study, it was shown that the results of 31 respondents indicated that brand image, product quality and marketing relationships had a significant effect on consumer satisfaction and customer loyalty (Djumarno & Djameludin, 2017).

In accordance with the explanation of the phenomena described above, the researcher sets the research objectives. The first is to find out and analyze the effect of brand image on the decision to

purchase Vans brand shoes. The second is to find out and analyze the influence of product quality on purchasing decisions for Vans brand shoes. The third is to find out and analyze the influence of brand image and product quality on purchasing decisions for Vans brand shoes.

METHODS

The quantitative method is the preferred approach in this research. Researchers collected data through questionnaires. The population in this research are people who have bought Vans shoes in Jakarta. Determination of the sample used is a non-probability sampling technique with purposive sampling method. The sample used was 150 respondents with the criteria of respondents who owned and experienced the quality of Vans shoes. Respondents gave their assessments and opinions with a Likert scale of 1-5. The answers from the questionnaire are the source of the researcher's data which are then processed using a data analysis tool, namely SPSS Version 20.

The hypothesis formulated in this study is:

The effect of X1 on Y

Ho1 : Brand Image has no effect on Purchasing Decisions

Ha1: Brand Image has an effect on Purchasing Decisions

The effect of X2 on Y

Ho1 : Product Quality has no effect on Purchasing Decisions

Ha1 : Product Quality affects Purchasing Decisions

The effect of X1 and X2 on Y

Ho1 : Brand Image and Product Quality simultaneously have no effect on Purchasing Decisions

Ha1 : Brand Image and Product Quality simultaneously influence Purchasing Decisions

RESULTS AND DISCUSSION

Validity Test

In this study there were 150 questionnaires containing 3 variables with 150 respondents. One way to find out which questionnaires are valid and which are invalid, we have to find the r table first. The formula for r table is $df = N - 2$ so $150 - 2 = 148$ with a significance level of 0.05, so r table 148:0.05 = 0.1603. From the results of calculating the validity test through SPSS, all questionnaires were declared valid because the value of r count > r table.

Reliability Test

According to the results of the reliability test on the brand image variable, it shows that Cronbach's alpha is $0.705 > 0.60$. Furthermore, the results of the product quality variable test showed that Cronbach's alpha was $0.742 > 0.60$. Then there are the results of the purchase decision variable test showing that Cronbach's alpha is $0.706 > 0.60$. From the results of

the reliability test for all of these variables, it can be concluded that all statements on all of these variables are stated to be reliable or can be trusted.

Classical Assumption Test

A linear regression model can be called a good model if the model fulfills several classic assumptions, namely the residual data is normally distributed, there is no multicollinearity and heteroscedasticity. The results of the normality test in this study used the Kolmogorov-Smirnov Test to see whether the data was normally distributed or not. If the Asymp. Sig, (2 tailed) in the Kolmogorov-Smirnov Test is greater than α (0.05) so the data is normally distributed and vice versa. From the test results it is known that the value of Asymp. Sig, (2 tailed) is 0.337. With Asymp value. Sig, (2 tailed) is greater than α (0.05) meaning that the residual data in this study are normally distributed.

Table 1. Multicollinearity Test

Variabel	<i>Collineary Tolerance</i>	<i>Statistics VIF</i>
Brand Image (X1)	0,394	2,538
Product Quality (X2)	0,394	2,538

Source: Researcher, 202

Furthermore, in table 2 there are the results of the multicollinearity test in this study which shows that the brand image variable (X1) and product quality variable (X2) both have a tolerance value of 0.394 and a VIF value of 2.538. This value means that the tolerance value of the two variables is > 0.1 and the

VIF value of the two variables is < 10 . So this means that in the regression equation there is no correlation between the independent or multicollinearity-free variables, so that all the independent variables (X) can be used in research.

Table 2. Heteroskedasticity Test

Variable	Sig.
Brand Image (X1)	0,496
Product Quality (X2)	0,122

Source: Researcher, 2022

Then there are the results of the heteroscedasticity test in this study using the Glejser test indicating that the brand image variable (X1) has a Sig value. 0.496, and the product quality variable (X2) has a Sig value. 0.122. The two independent variables have Sig values. > 0.05. So this means that all independent variables (X) do not have heteroscedasticity in the regression model in this study.

The resulting explanation of the multiple linear regression equation is a constant value of 15.513. This means that if the brand image and product quality variables have a value of 0, then the value of the purchase decision is 3.275. Brand image variable regression coefficient of 0.346. This means that if the brand image variable increases by 1, then the purchase decision will increase by 0.346. Product quality variable regression coefficient of 0.400. This means that if the product quality variable increases by 1, then the purchase decision will increase by 0.400. Based on the results of the coefficient of determination test, it can be seen that the Adjusted R square value is 0.349 or equal to 34.9%. This shows that the percentage of influence of the independent variables (brand image and product quality) on the dependent variable (purchasing decisions) is 34.9%.

The results of the T test show that the Brand Image variable (X1) has a t-count value of 2.231 which is greater than the t-table of 1.976. So that the partial test of Brand Image (X1) has an effect on purchasing decisions. This is supported by a sig value below 0.05, which is 0.027. Product quality variable (X2) has a t-count value of 3.010 greater than t-table 1.976. So that the partial test of product quality (X2) has an effect on purchasing decisions. This is supported by a sig value below 0.05, which is 0.003.

The significance level uses $\alpha = 5\%$ or 0.05 with $df_1 = k - 1 = 3 - 1 = 2$ and $df_2 = n - k - 1 = 140 - 2 - 1 = 137$, thus the f table value obtained is 3.062. Based on the results of the F test, the F-count was 39.480 with a Sig level of 0.000 and an F-table value of 3.057. Then F-count (39.480) > F-table value (3.057) and Sig value 0.000 < 0.05. That is, the brand image and product quality variables simultaneously (together) influence the purchase decision, so that H_0 is rejected and H_a is accepted.

Based on the results of the Mean test on the brand image variable, which got the highest Mean value of 3.8, namely "In my opinion, the Vans shoes

that I have are made by a company that has a good reputation". So it can be concluded that the Vans company has been good at maintaining the reputation of the product itself in front of consumers. However, there is the lowest Mean of 3.47, namely "In my opinion, the Vans brand is my first choice when choosing shoes". This indicates that Vans shoes are still not enough to make consumers interested in buying Vans shoes when they want to buy shoes and make them their first choice.

Furthermore, the results of the Mean test on the product quality variable which got the highest Mean value of 3.83, namely "In my opinion, Vans brand shoes have a shape that is easy for consumers to use." So it can be concluded that Vans brand shoes are easy for anyone to use because of their simple shape. However, there is the lowest Mean value of 3.44, namely "In my opinion, Vans brand shoe products are not easily damaged". This indicates that Vans shoes do not have strong characteristics and are not sturdy enough to make consumers interested in buying things that are different from other shoe products.

Then there is the Mean test result on the Purchase Decision variable which gets the highest Mean value of 3.88, namely "I will buy Vans brand shoes again". So it can be concluded that consumers are still interested in buying back Vans shoes. However, there is the lowest Mean value of 3.43, namely "I am aware that I get encouragement from external parties to wear Vans brand shoes". This indicates that consumer purchasing decisions are obtained from people who influence them.

DISCUSSION

Based on the results of the analysis that has been done by researchers, it can be concluded that brand image has a significant effect on purchasing decisions. This is based on the results showing that the brand image has a t-count value of 2.231 with a Sig. 0.027. This is in accordance with research (Gifani & Syahputra, 2017) which states that brand image has a significant effect of 57.76% on product purchasing decisions. The brand image of Vans has been good and strong among consumers. This makes Vans have loyal fans by seeing consumers have the desire to buy again.

Furthermore, there are results of the analysis which can be concluded that product quality has a significant effect on purchasing decisions. This is

based on the results showing that product quality has a t-count value of 3.010 with a Sig value. 0.003. This is in line with research (Anwar & Satrio, 2015) which explains that product quality has a significant and positive effect on consumer purchasing decisions. The quality of Vans shoe products has a simple design and is easy to wear. Because of this the quality of these products will affect consumer purchases because they are easy to use.

Finally, there are results of the analysis which can be concluded that brand image and product quality simultaneously have a significant effect on purchasing decisions. This is based on the results showing that product quality and brand image have an f-count value of 38.480 with a Sig. 0.000. This agrees with research (Wulandari & Iskandar, 2018) which states that brand image and product quality have a significant effect on product purchasing decisions. Based on this research, the quality of Vans shoes is still not good because they are not strong with a simple design but the brand image built is right.

CONCLUSION

Based on the research that has been done, the researcher can conclude that the brand image variable has a significant effect on the decision to purchase Vans brand shoes, therefore H_0 is rejected and H_a is accepted. The product quality variable has a significant effect on the decision to purchase Vans brand shoes, therefore H_0 is rejected and H_a is accepted. Brand image and product quality variables simultaneously have a significant influence on the decision to purchase Vans brand shoes. The research advice given to the next researcher is to use other variables so that researchers can find other influencing variables. Doing more sampling than previous research. Do more data testing than previous research. Conduct research on a different object from previous research. Look for more previous research to support the hypothesis you want to prove.

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