The Influence of Product Quality, Perceived Price and Brand Image Regarding the Purchase Decision of Specs Soccer Shoes

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Abstract

This study aims to examine and analyze the effect of product quality on purchasing decisions, perceived price on purchasing decisions, and brand image on purchasing decisions. The population in this study is the consumers of Specs soccer shoes with a sample size of 100 consumers. The sampling technique uses accidental sampling. Data collection techniques in this study used a questionnaire. The analytical tool in this study uses scale range and multiple linear analysis. Based on the test results, this study concluded that product quality, perceived price, and brand image had a positive and significant effect on purchasing decisions. Product quality had a dominant effect on purchasing decisions for Specs soccer shoes.

Keywords—Product Quality, Perceived Price, Brand Image, Purchasing Decisions

Abstrak

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kualitas produk terhadap keputusan pembelian, persepsi harga terhadap keputusan pembelian, dan citra merek terhadap keputusan pembelian. Populasi dalam penelitian ini adalah konsumen sepatu bola Specs dengan jumlah sampel 100 konsumen. Teknik pengambilan sampel menggunakan accidental sampling. Teknik pengumpulan data dalam penelitian ini menggunakan kuesioner. Alat analisis dalam penelitian ini menggunakan rentang skala dan analisis linier berganda. Berdasarkan hasil pengujian, penelitian ini menyimpulkan bahwa kualitas produk, persepsi harga, dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian. Kualitas produk berpengaruh dominan terhadap keputusan pembelian sepatu bola Specs.

Kata kunci: Kualitas Produk, Persepsi Harga, Citra Merek, Keputusan Pembelian

INTRODUCTION

Buying behavior is very important to study because this purchasing choice can satisfy customer wants and needs. Buying choices are very important for choosing a mentality in buying an item, because it relates to the behavior of buyers before buying an item. This is in accordance with the understanding of Sudaryono (2016) that purchasing choice is a process of determining a purchase choice which

includes determining what to buy or not to make a purchase through several stages. Purchasing decisions are purchasing decisions about which brand to buy according to Kotler and Armstrong, (2008). In other words, purchasing decisions are consumer behavior when giving up some money to get the desired number of products. Thus, consumers actually make purchases of certain products.

The quality of goods plays an important role in reflecting the benefits posed by these goods so that it becomes an attraction for buyers to decide to buy these goods. Quality of goods is one of the factors that influence the choice to buy an item. If an item has good quality according to its needs and capabilities, it can convince the buyer to make a purchasing choice. According to Kotler and Armstrong, (2008) product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs. Quality has a very important meaning in purchasing decisions. If the quality of the product produced is good, consumers tend to make repeat purchases, and while the quality of the product is not as expected, consumers will divert purchases to other similar products. In addition to the quality of goods as a determinant of purchasing choices, the price also plays an important role in following purchasing choices. The quality of quality goods is enforced by the cost of matching the goods the buyer is anticipating. The price of an item assumes a significant part in valuing the item. Price is one of the variables that affect customers because, if the value offered can meet the buyer's assumptions, the buyer will not hold back in making a purchase choice.

Sudaryono (2016)states that price is a consumer's view of the value obtained from a purchase. Costs in accordance with the benefits obtained will influence the buyer in determining the purchase choice. To set the price of an item, the company must be able to change the price with the nature of the item being offered because if the price offered is in accordance with the nature of the item, it can influence the customer to make a purchase choice for an item. Purchasing decisions are not only influenced by the costs set by the company but there are other things that also affect purchasing decisions, namely brand image. In intense competition, brand image is one of the most important things for companies to survive in competition with other competitors of similar products. Brand image is important for consumers because it is the trust or confidence that consumers have in the brand that allows consumers to make purchases of these products. According to Kotler and Keller, (2012), brand image is the perceptions and beliefs held by consumers, which are reflected or embedded in the minds and memories of the consumers themselves. At a low level of competition, a brand is (just a name). Meanwhile, at a high level of competition, brands contribute to creating and maintaining the competitiveness of a product.

Football is one of the most popular sports in the world, including in Indonesia. Facts prove that almost all young people and teenagers in remote villages even love the game of football. Football seems to be the main choice in their daily sports activities. Therefore, sports equipment such as soccer shoes is certainly a major concern, apart from comfort and durability, make sure the shoes you choose can improve the wearer's game. Seeing the development of the soccer industry is getting higher, creating opportunities to meet the needs of the industry, one of which is special soccer shoes. By seeing this opportunity, various brands of soccer shoes were born. The increasing need and awareness of soccer players in choosing shoes that suit the characteristics of different soccer players and can be seen from the design and quality. Soccer shoes that match the development of styles and needs make companies want to compete to win the hearts of consumers to buy their products. Related to this research problem, the researcher is interested in conducting research to explore the effect of product quality, perceived price and brand image on the purchase decision of Specs soccer shoes.

LITERATURE REVIEW

Definition of purchase decision, according to Damiati, (2017)purchase choice is a dynamic cycle with the determination of people to make decisions among several choices related to items that make sense to overcome their problems. According to Buchari, (2018) purchase choice is a cycle in which the buyer understands the problem, searches for data about a particular item or brand, and assesses how well each of these options can address the problem, then encourages purchase choices. Product quality can be said to guarantee the product's ability to dominate the face market. Product quality can be in the form of the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation, ease of maintenance, and other attributes according to Kotler and Keller (2012) and Purnamasari (2015) says product quality is an evaluation of consumer perceptions about the ability of the product, which is related to the ability of the product to meet the needs of consumers physically and psychologically.

The definition of price, according to Buchari (2018) is how much money is charged for an item and administration or how much value is traded by clients to benefit from purchasing or using an item or administration. Often the cost is the main component they can understand, it is desirable that cost is used as some sort of guide to product quality. Kotler and Keller (2012) define brand image as the consumer's response to a brand based on the good and bad of the brand that consumers remember. Brand image is a belief that is formed in the minds of consumers about product objects that they have experienced. According to Kotler and Armstrong (2008)) an effective brand image can reflect three things, namely: Build product character and provide a value proposition. Conveying the unique character of the product so that it is different from its competitors. Gives emotional strength from rational strength.

Product quality has a significant effect on the decision to purchase according to the results of research conducted by Devi (2018), Anggita (2020), Rudresh (2021), Dini (2020), Ernest (2021). Perceived price has a significant effect on the decision to purchase according to the results of research conducted by Haris (2019), Audita (2018), Anggita (2020), Venny (2021), Rendra (2020). Moreover, brand image has a significant effect on the decision to purchase according to the results of research conducted by Devi (2018), Agus (2021), Dini (2020)). Product quality is a tool used by manufacturers to find the positioning of their products in the market. The company will adjust the quality standards of the products it produces in order to improve and maintain product positioning in its target market. Product quality is the main thing when consumers make purchasing decisions, consumers are more concerned with product performance. This is reinforced by Devi (2018) which found that product quality has the most influence on purchasing decisions. Therefore, the hypotheses proposed in this research were:

H1: Product quality has a positive and significant effect on purchasing decisions
H2: The perceived price has a positive and significant effect on purchasing decisions
H3: Brand image positive and significant effect on purchasing decisions
H4: Product quality has a dominant influence on purchasing decisions
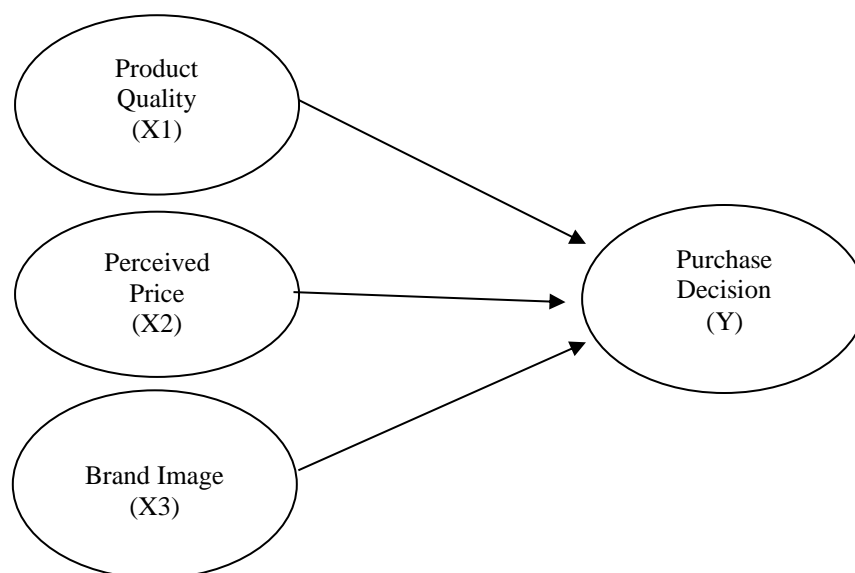
Figure 1. Research Framework Model

RESEARCH METHODS

The type of research used in this research is quantitative. Data collection techniques in this study used a questionnaire. Giving this questionnaire aims to obtain information about product quality research, price perceptions, brand image, and purchasing decisions. The population in this study is the consumers of Specs soccer shoes with a sample size of 100 consumers. The sampling technique uses accidental sampling. Data collection techniques in this study used a questionnaire. The analytical tool in this study uses scale range and multiple linear analysis.

RESULTS AND DISCUSSION

The characteristics of the respondents in this study consisted of gender. It is known that all respondents are male, this is because in Indonesia soccer is very much dominated by men, even though in recent years Indonesia has started to organize a soccer league for women but still the majority of this sport are men .

Table 1. Characteristics of Respondents

Category	Item	Total (100)	Percentage
Gender	Man	100	100%
	Woman	0	0%
Age	17-25 years	31	31%
	26-33 years	37	37%
	34-40 years	22	22%
	>40years	10	10%
Occupation	Student	42	42%
	Worker	58	58%
	Other	0	0%
Income	<IDR 1,500,000	18	18%
	IDR 2,500,000-IDR 5,000,000	73	73%
	> IDR 5,000,000	9	9%

Source: Data processed by the author (2022)

Furthermore, it is known that the consumers who use Specs soccer shoes are mostly workers with a total of 58 respondents. This indicates that besides carrying out their obligations to work, these people who are already working also take the time to play soccer which has become their hobby. It can be seen that consumers who use Specs soccer shoes are dominated by respondents who have income or pocket money of Rp. 2,500,000 - Rp. 5,000,000, namely 73 respondents. This is balanced with the price of Specs soccer shoes which are affordable but have very good product quality in the ranks of Indonesian soccer products.

Table 2. Validity Test Results

Variable	*Items*	r Count	r Table	Information
Product Quality	X1.1	0.832	0.195	Valid
	X1.2	0.831	0.195	Valid
	X1.3	0.847	0.195	Valid
	X1.4	0.870	0.195	Valid
	X1.5	0.842	0.195	Valid
Price Perception	X2.1	0.798	0.195	Valid
	X2.2	0.808	0.195	Valid
	X2.3	0.836	0.195	Valid
	X2.4	0.849	0.195	Valid
Brand Image	X3.1	0.865	0.195	Valid
	X3.2	0.824	0.195	Valid
	X3.3	0.839	0.195	Valid
Buying decision	Y1	0.747	0.195	Valid
	Y2	0.788	0.195	Valid
	Y3	0.820	0.195	Valid
	Y4	0.813	0.195	Valid

Source: Data processed by the author (2022)

From the results of the table above it is known that all product quality variable instruments (X1), price perception (X2), brand image (X3), and purchasing decisions (Y) each have an r-count greater than the r-table. Therefore, it can be concluded that all *items* used are valid and feasible to be used as a data analysis tool.

Table 3. Reliability Test Results

Variable	Cronbach Alpha Value	Criteria	Information
Product Quality (X1)	0.898	0.6	Reliable
Price Perception (X2)	0.837	0.6	Reliable
Brand Image (X3)	0.793	0.6	Reliable
Purchase Decision (Y)	0.800	0.6	Reliable

Source: Data processed by the author (2022)

Based on the table above, it is known that the variable values of product quality (X1), price perception (X2), brand image (X3), and purchase decision (Y) are reliable. The results of the reliability test showed that the *Cronbach Alpha* value was above the specified value, namely 0.6. So that it can be interpreted that each question item has consistency when used as a measuring tool.

Table 4. Normality Test

		Unstandardized Residuals
N		100
Normal Parameters [a,,b]	Means	.0000000
	std. Deviation	13.56669492

		Unstandardized Residuals
Most Extreme Differences	absolute	089
	Positive	089
	Negative	-.054
Kolmogorov-Smirnov Z		.895
asymp. Sig. (2-tailed)		.400

Source: Data processed by the author (2022)

Based on the normality test table above, it can be seen that the significance value is 0.400. By reviewing the basis for decision-making, the significance value of the normality test is 0.400 > 0.05 (5%), it can be concluded that the data in this study are normally distributed.

Table 5. VIF Test Results

Variable	Tolerance	VIF	Information
Product Quality	1,000	1,000	Non-Multicollinearity
Price Perception	0.952	1,051	Non-Multicollinearity
Brand Image	0.952	1050	Non-Multicollinearity

Source: Data processed by the author (2022)

Based on the table above, it can be seen that all independent variables each have a VIF value <10 and a tolerance value > 0.10, meaning that there is no correlation between the independent variables and it can be concluded that the regression model does not have multicollinearity.

Table 6. Glejser Test Results

Variable	Sig.	Information
Product Quality	0.703	Non-Heteroscedasticity
Price Perception	0.113	Non-Heteroscedasticity
Brand Image	0.589	Non-Heteroscedasticity

Source: Data processed by the author (2022)

The test results show that the significance value of the independent variables, namely product quality, is 0.703, price perception is 0.113, and brand image is 0.589, which is greater than the residual absolute value of 5% (0.05), so there is no symptom of heteroscedasticity.

Table 7. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Q	Sig.
		B	std. Error		
1	(Constant)	4,653	.943	4,936	.000
	X_1	.195	071	2,739	007
	X_2	.230	.111	2,084	040
	X_3	.294	.144	2040	044

Source: Data processed by the author (2022)

The regression coefficient table displays numbers that can form an equation in the multiple regression model, the equation can be seen below:

$$Y = 4.653 + 0.195X_1 + 0.230X_2 + 0.294X_3 \tag{1}$$

The results of multiple linear stated that a constant of 4.653 is the estimated value of the decision to purchase Specs soccer shoes. If the variables of product quality, price perception and brand

image are assumed not to exist, then the purchase decision will be worth 4.653. The coefficient value (b1) of product quality has a positive influence on the decision to purchase Specs soccer shoes. That is, the better the product quality provided by Specs, the higher the purchase decision by consumers. Coefficient value (b2) price perception has a positive influence on the decision to purchase Specs soccer shoes. This means that the better the price perception applied by the Specs product, the higher the purchase decision by consumers. The coefficient value (b3) of brand image has a positive influence on the decision to purchase Specs soccer shoes. This means that if the brand image is good, then the decision to purchase Specs soccer shoes will be higher. Hypotheses test was carried out by looking at the t-table with n = 100 and a significance level of 0.05 then obtained t table of 1.984. If the t-tabel > t-count then Ho is rejected and Ha is accepted. The results of the t-test can be seen in the following table:

Table 8. Hypotheses Test

Variable	t-count	Coefficient	t-table	Significance	Information
X1 – Y	2,739	0.303	1984	007	H1 Accepted
X2 – Y	2,084	0.265	1984	040	H$_2$ Accepted
X3 – Y	2040	0.264	1984	044	H$_3$ Accepted

Source: Data processed by the author (2022)

This study has proven that product quality has a positive and significant effect on the decision to purchase Specs soccer shoes. This shows that the higher the product quality, the higher the consumer purchase decision. This indicates that the product quality of Specs soccer shoes is good so that it influences the purchasing decision of Specs soccer shoes. The results of this study can strengthen the results of research from Sari (2018), Rudresh (2021)which states that product quality positive effect on the decision to purchase soccer shoes Specs.

This study proves that price perceptions have a positive and significant effect on the decision to purchase Specs soccer shoes. This shows that the better the price perception of Specs soccer shoes, the higher the consumer purchasing decision. This indicates that the price perception of Specs soccer shoes is good so that it influences the purchasing decision of Specs soccer shoes. It is proven that besides being affordable, specs soccer shoes also have a price that is in accordance with the quality so that consumers do not need to spend a large budget to get good quality. From the research results can strengthen the research conducted by Nuvriasari (2018), Lestari (2020), Prabowo (2020), and Septiani (2020) which revealed that price perceptions have an effect positive and significant impact on the decision to purchase Specs soccer shoes.

This study proves that brand image has a positive and significant effect on the decision to purchase Specs soccer shoes. This shows that the better the brand image that is owned by the brand, the more confident consumers will be in deciding to buy. This means that a good brand image will make consumers believe in the brand that is easy to recognize and make product availability easy to obtain, so consumers will be more confident and quickly decide to buy Specs soccer shoes. The letter "S" logo on the shoe become a distinct characteristic of the Specs product that makes it consumers easily recognize and remember only Specs products by looking at the logo on the shoe. From the results of this study can strengthen research that conducted by Sari (2018), Saputri (2021), Lestari (2020), Septiani (2020) that brand image has a positive and significant effect on the decision to buy soccer shoes Specs.

This study proves that product quality has the most dominant influence on purchasing decisions. The quality provided is that it has strong durability so that it can be used for a long time, has a light weight and is flexible so that it makes the wearer free to accelerate and move, has a simple and elegant design that makes the wearer look fashionable and stylish on the field, has 11 -12 a sturdy pulley and using an ousole FG (firm ground) type that can be used on dry or wet fields. From the research results can strengthen the research conducted by Sari (2018) which revealed that the product quality variable most influential on the decision to purchase soccer shoes Specs brand.

CONCLUSION

Based on the discussion and analysis of research data that has been done, it can be concluded that, this study has proven that product quality has an effect positive and significant impact on the decision to purchase Specs soccer shoes. This shows that the higher the product quality, the higher the consumer purchase decision. This study proves that price perceptions have a positive and significant effect on the decision to purchase Specs soccer shoes. This shows that the better the price perception of Specs soccer shoes, the higher the consumer purchasing decision. This study proves that brand image has a positive and significant effect on the decision to purchase Specs soccer shoes. This shows that the better the brand image that is owned by the brand, the more confident consumers will be in deciding to buy.

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