

## **The Influence Of Price, Brand Image, And Product Quality Of Ventela Shoes On Purchase Decision Among Students Of The Faculty Of Economics And Business, Malikussaleh University.**

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### **Abstract**

This study aims to analyze the influence of price, brand image, and product quality on the purchase decision of Ventela shoes (a study on students of the Faculty of Economics and Business, Malikussaleh University). The independent variables in this research are price, brand image, and product quality, while the dependent variable is purchase decision. Primary data were obtained through questionnaires distributed to students who had purchased Ventela shoes. The sampling technique used was incidental sampling. The data analysis method employed was multiple linear regression. The results showed that partially, brand image and product quality have a positive and significant effect on purchase decisions, while price does not have a significant effect. Simultaneously, the three independent variables have a significant influence on the purchase decision of Ventela shoes. This study contributes to a better understanding of the key factors influencing consumer buying behavior toward local products and serves as a useful reference for companies in evaluating their marketing strategies.

**Keywords:** *Purchase Decision, Price, Brand Image, Product Quality*

### **INTRODUCTION**

Management is often described as the process of achieving organizational objectives through the efficient use of resources, both human and non-human. Within the scope of marketing management, a primary focus is to understand consumer decision-making processes and identify the factors that influence purchasing behavior. In today's competitive marketplace, purchase decisions are not only determined by functional needs but also shaped by perceptions of value, brand identity, and product quality. The footwear industry has become one of the fastest-growing segments of the fashion sector in Indonesia, driven by dynamic consumer preferences and the rise of local brands. Shoes are no longer viewed solely as functional items but also as lifestyle products and symbols of social identity. Among the many emerging local brands, Ventela has gained significant attention for its ability to combine affordable pricing, distinctive brand image, and reliable product quality. Ventela's popularity, particularly among students and young professionals, highlights the role of local brands in competing with both domestic and international footwear markets.

Several variables are considered critical in influencing consumer purchase decisions. Price represents the consumer's perception of value in exchange for product benefits. A competitive price that aligns with consumers' purchasing power can significantly encourage buying interest. Brand image reflects consumers' perceptions, associations, and emotional connections with a product. A positive and trustworthy brand image enhances consumer confidence and increases the likelihood of purchase. Meanwhile, product quality refers to durability, comfort, and performance, which serve as fundamental determinants of consumer satisfaction and loyalty. When these three factors price, brand image, and product quality interact effectively, they can strongly influence consumer purchasing behavior. In Indonesia, local footwear brands such as Ventela, Compass, and Patrobas have demonstrated the ability to compete with international brands by offering unique value propositions. Ventela, in particular, has shown

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consistent sales growth between 2017 and 2023, supported by innovations in design, effective marketing strategies, and affordable pricing structures. Preliminary findings from a survey conducted among students at the Faculty of Economics and Business, Universitas Malikussaleh, indicate that price affordability, a strong brand image, and product quality are the main reasons behind their preference for Ventela shoes. Given this background, the present study seeks to analyze the influence of price, brand image, and product quality on consumer purchase decisions regarding Ventela shoes among students of the Faculty of Economics and Business, Universitas Malikussaleh. The findings are expected to contribute theoretically by expanding the literature on consumer behavior and purchase decision-making, and practically by providing insights for local footwear companies to strengthen their competitiveness and sustain growth in the increasingly dynamic Indonesian market.

## **LITERATURE REVIEW**

### **Price**

Price is widely acknowledged as one of the most influential factors in consumer decision-making. It represents the amount of money consumers are willing to exchange for the benefits of a product or service. In marketing theory, price is often seen as a signal of both value and quality. Affordable pricing that aligns with consumers' purchasing power can significantly stimulate buying interest, especially among students and young adults who are highly sensitive to price differences. Prior studies highlight that competitive pricing not only increases accessibility but also shapes perceptions of fairness and value. However, scholars also note that excessively low prices may undermine brand image by signaling inferior quality. Thus, an optimal pricing strategy must balance affordability, perceived fairness, and value delivery to positively influence purchase decisions.

### **Brand Image**

Brand image is defined as the set of perceptions, associations, and beliefs that consumers hold about a brand. It encompasses both tangible and intangible elements, ranging from product design and logo identity to emotional connections and lifestyle relevance. A positive brand image enhances trust, differentiation, and consumer preference, thereby increasing the likelihood of purchase. Prior research consistently finds that brand image has a strong and direct impact on consumer buying decisions, as it creates a symbolic value beyond the product's functional benefits. In the context of local footwear brands, building a favorable brand image helps companies like Ventela compete with both local and international players. Nonetheless, brand image is fragile; it requires consistent product performance, effective communication, and alignment with consumer values to be sustained over time.

### **Product Quality**

Product quality refers to the ability of a product to meet or exceed consumer expectations in terms of durability, comfort, design, and performance. It is often considered a core determinant of customer satisfaction and repeat purchases. High-quality products provide functional benefits while also strengthening brand reputation in the long run. In the footwear industry, aspects such as material strength, sole comfort, and aesthetic appeal play a crucial role in shaping consumer evaluations. Empirical evidence shows that when consumers perceive high product quality, they are more likely to form positive attitudes, recommend the brand to others, and develop loyalty. However, some studies suggest that quality alone may not be sufficient to secure purchase decisions if other factors, such as price competitiveness and brand positioning, are not simultaneously addressed.

### **Synthesis of Prior Studies**

Prior research suggests that price, brand image, and product quality each exert significant influence on consumer purchase decisions. Price contributes to perceived fairness and accessibility, brand image shapes symbolic and emotional value, while product quality determines functional satisfaction and long-term trust. Nevertheless, the strength of these effects varies depending on the consumer segment and market context. For instance, in student markets where budget constraints are common, price may exert stronger influence compared to brand image. Conversely, in fashion-conscious segments, brand image and product quality may outweigh price considerations. These mixed findings highlight the importance of context-specific research. Against this backdrop, the present study investigates how these three variables price, brand image, and product quality interact to shape purchase decisions for Ventela shoes among students of Universitas Malikussaleh.

## **METHOD**

This study adopted a quantitative research design with a survey method to analyze the influence of price, brand image, and product quality on purchase decisions of Ventela shoes. The research was conducted at Universitas

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Malikussaleh, Lhokseumawe, with students of the Faculty of Economics and Business serving as the object of analysis.

The population of this study consisted of all students who had purchased and used Ventela shoes. An incidental sampling technique was employed to select respondents who met the criteria of having actual purchase experience. The final sample size was determined based on statistical considerations to ensure representativeness of the student population. Primary data were collected through a structured questionnaire designed with a Likert scale ranging from “strongly disagree” to “strongly agree.” The questionnaire measured respondents’ perceptions of the three independent variables: price (X1), brand image (X2), and product quality (X3), while purchase decision served as the dependent variable (Y). Each construct was operationalized into measurable indicators derived and adapted from established marketing theories and prior empirical research.

To ensure the accuracy and reliability of the measurement instrument, validity and reliability tests were performed prior to hypothesis testing. Furthermore, classical assumption tests—including normality, heteroscedasticity, and multicollinearity—were conducted to confirm that the data fulfilled the requirements of multiple regression analysis. Data analysis was carried out using multiple linear regression with the assistance of statistical software. Both partial effects (t-tests) and simultaneous effects (F-tests) were used to examine the significance of each independent variable on purchase decisions. In addition, the coefficient of determination ( $R^2$ ) was calculated to measure the extent to which price, brand image, and product quality collectively explain the variation in purchase decisions. Through this methodological framework, the study seeks to provide empirical evidence on how price, brand image, and product quality individually and jointly affect purchase decisions of Ventela shoes, particularly among university students who represent an important segment of local brand consumers.

## **RESULTS AND DISCUSSION**

The data collected from students of the Faculty of Economics and Business, Universitas Malikussaleh, who had purchased or used Ventela shoes, were analyzed using multiple linear regression to evaluate the influence of price, brand image, and product quality on purchase decisions. Prior to hypothesis testing, classical assumption tests—including normality, multicollinearity, and heteroscedasticity confirmed that the dataset fulfilled the requirements for regression analysis. Furthermore, validity and reliability tests demonstrated that the measurement instruments were both accurate and consistent, ensuring the robustness of the empirical results.

### **Descriptive Statistics**

The descriptive analysis indicated that most respondents considered Ventela shoes affordable and aligned with their purchasing power, making price one of the key drivers of interest. Brand image was also perceived positively, with respondents associating Ventela with modern design, youth-oriented appeal, and national pride in supporting local products. In terms of product quality, respondents highlighted durability, comfort, and overall performance as strong features of Ventela shoes. Indicators of purchase decision such as intention to buy again, willingness to recommend, and preference over competing brands were reported at moderate to high levels.

### **Effect of Price on Purchase Decision**

The regression analysis showed that price did not have a statistically significant influence on purchase decisions. Although affordability is acknowledged as a factor in attracting students, the results suggest that Ventela consumers tend to prioritize other aspects, such as image and quality, when making final purchase choices. This finding is consistent with studies indicating that while competitive pricing increases accessibility, it is not always the decisive factor in markets where consumers value design and quality. For Ventela, the implication is that while maintaining competitive prices is important, other value-adding strategies may weigh more heavily in purchase decisions.

### **Effect of Brand Image on Purchase Decision**

Brand image was found to have a positive and significant impact on purchase decisions. Respondents who viewed Ventela as a fashionable, trustworthy, and modern local brand were more likely to purchase its products. This result aligns with the argument that a strong brand image not only differentiates a company in a crowded marketplace but also creates symbolic and emotional value for consumers. The findings also support prior studies that emphasize the centrality of brand perception in influencing consumer choices, especially among young buyers who are highly influenced by style and identity expression.

### **Effect of Product Quality on Purchase Decision**

The analysis further demonstrated that product quality significantly and positively affects purchase decisions. Respondents expressed satisfaction with Ventela's durability, comfort, and design consistency, which increased their likelihood of repurchasing and recommending the brand. This confirms that product quality is a primary determinant of consumer evaluation, as reliable and well-designed products foster trust and satisfaction. The findings are consistent with earlier research highlighting that in the footwear industry, quality often outweighs price as the decisive factor in purchasing behavior.

### **Simultaneous Effect of Price, Brand Image, and Product Quality on Purchase Decision**

The simultaneous regression results showed that price, brand image, and product quality collectively have a significant impact on purchase decisions. The coefficient of determination ( $R^2$ ) indicated that a considerable proportion of the variance in purchase decisions could be explained by the combination of these three factors. This demonstrates that consumer purchase behavior is multidimensional, influenced by both tangible considerations (such as price and quality) and intangible factors (such as brand image).

### **Discussion**

Overall, the findings suggest that brand image and product quality are the dominant drivers of purchase decisions for Ventela shoes, while price plays a secondary role. Consumers value not only affordability but also the assurance of durability, comfort, and the symbolic appeal associated with Ventela's image as a modern local brand. For Ventela, this implies the need to continuously invest in maintaining product quality and strengthening brand positioning while sustaining competitive pricing. A holistic marketing strategy that integrates these three elements will help Ventela reinforce its competitiveness in the local footwear market and secure long-term consumer preference among young buyers.

### **CONCLUSION**

This study investigated the influence of price, brand image, and product quality on purchase decisions of Ventela shoes among students of the Faculty of Economics and Business, Universitas Malikussaleh. The findings revealed that while price does not have a significant effect, both brand image and product quality exert positive and significant influences on purchase decisions. Collectively, the three variables—price, brand image, and product quality—were found to significantly explain variations in consumer purchasing behavior. Specifically, brand image was shown to be a strong determinant of purchase decisions, as consumers associated Ventela with modern design, reliability, and the pride of supporting a local brand. Product quality also emerged as a key factor, with durability, comfort, and consistent performance encouraging repeat purchases and positive word of mouth. In contrast, price though important in attracting initial interest did not significantly determine final purchase decisions, suggesting that students value brand perception and product reliability more highly than affordability alone.

The simultaneous regression analysis demonstrated that the combination of price, brand image, and product quality plays a critical role in shaping purchase behavior, confirming that consumer decision-making is multidimensional and influenced by both tangible and intangible product attributes. From a practical perspective, the findings imply that Ventela should continue to strengthen its brand positioning and maintain product quality as its core competitive advantage, while sustaining fair and competitive pricing. By integrating these strategies, Ventela can enhance consumer preference, expand its market share, and reinforce its position as one of Indonesia's leading local footwear brands.

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