

# INFLUENCE OF PRICE, PRODUCT DESIGN, PRODUCT QUALITY, AND BRAND IMAGE ON PURCHASING DECISIONS VENTELA SHOES FOR STUDENTS FACULTY OF ECONOMICS AND BUSINESS UNIVERSITAS MALIKUSSALEH

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Received : 2024-10-04

Accepted: 2024-10-29

Published : 2024-11-24

DOI : 10.54443/ijset.v3i12.617

## Abstract

*This study aims to examine the impact of price, product design, product quality, and brand image on the purchase decisions of Ventela shoes among students of the Faculty of Economics and Business at Universitas Malikussaleh. The sampling method used was purposive sampling, with a total of 145 respondents. Primary data for this research was collected through questionnaires. The data analysis techniques employed include multiple linear regression analysis, classical assumption tests, instrument tests (validity and reliability), determination tests (R<sup>2</sup>), and hypothesis testing (1) using SPSS 26.0 software. The results of this study indicate that, partially, the price variable does not have a significant effect on purchase decisions, product design has a positive and significant effect on purchase decisions, product quality has a positive and significant effect on purchase decisions, and brand image has a positive and significant effect on purchase decisions*

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

## 1. INTRODUCTION

The fashion world is currently growing, everyone from teenagers to adults combines clothes, shoes, bags and other accessories according to their own tastes. Everyone has different fashion tastes and different models, materials and shapes that are adjusted to their needs. There is an assumption that the fashion worn by a person reflects their social status and personality. This development facilitates the emergence of ideas that make entrepreneurs always follow the trends that develop from day to day and try to provide characteristics that make them unique. Entrepreneurs make their products as attractive as possible so that consumers are interested in buying their products. Purchasing decisions made by consumers involve consumer confidence in a product so that a sense of confidence arises in the correctness of the actions taken. Consumer confidence in the purchasing decisions they make represents the extent to which consumers have self-confidence in their decisions to choose a product.

Nowadays, competition is no longer about what companies produce in factories, but how to add greater and more innovative value to the products that have been produced. One of the markets that continues to experience increasing competition in marketing and capturing consumers is the competition between local shoes and imported shoes which is still very tight, where local brand shoe companies are trying to build their image in the eyes of the Indonesian people while imported shoes are already well-known by various groups. They have tight competition in terms of price, product design, product quality, and also the brand image of their own customers. Shoes have become a human need with the development of the model world, currently shoes not only function to protect the feet, but also as a complement to the clothes worn. One type of shoe that is most liked and in demand by the community, especially by young people, is the type of sneakers because it can be easily adjusted to daily activities so that it does not require a lot of shoes in various activities.

*Sneakers* are shoes with flexible soles made of rubber, leather, or synthetic materials. Currently, sneakers have become part of fashion among students. The trend of shoe models is growing, and there are more and more types, shapes, and models that are combined to follow certain events. Shoes are an important element in determining a person's style of dress. This impact often occurs in public places such as campuses, public roads, and shopping centers. Currently, there are also many sneakers from local brands such as Ventela, PVN, Aero Street, Compass, Brodo, Sage, and Piero LaRue, this supports evidence of the increasing interest of consumers in local footwear brands.

One of the local brands that is able to compete in the local shoe industry is Ventela shoes. Ventela's sneaker products include a variety of shoe models that represent a casual and sporty appearance (a combination of sports and casual styles). The shoes produced are very comfortable to wear and have a quality comparable to imported shoes. Ventela products are made with high-quality 12oz canvas uppers. The material is very soft and durable so it is suitable for everyday use. In addition, Ventela also uses ultralite foam technology (light, simple, and durable) in making insoles that feel soft and comfortable so that consumers' feet do not get sore, and neat stitching makes the shoes have a unique and sturdy impression. The process of making Ventela sneakers itself goes through several long and detailed stages, starting from the selection of materials used, the manufacturing process, to very strict shoe quality control, ensuring that Ventela can produce shoes with the best quality.

Ventela shoe company's efforts to inspire potential consumers to buy have a lot of potential, be it offering affordable prices, shoe designs that follow trends, producing high-quality products, and building a good brand image. Along with the increasing interest of consumers to shop, shopping prices are also very popular among consumers. In this increasingly sophisticated era, where many young people are chasing the latest trends, price is one of the conflicts when consumers shop. Therefore, Ventela shoes must be able to compete in price so that local Ventela shoes can develop their business to the world.

Vantela shoes have their own uniqueness in terms of product design. Wearing Vantela brand shoes can be said to be comfortable, good shoes, and materials that are not hard and not thin. Ventela brand shoes are in great demand by consumers because of their excellent design and function. Ventela shoes are also one of the popular sneakers among FEB Unimal students. This local brand offers high-quality products with unique designs and follows current trends, making many students like Ventela products and are happy to have quality local products.

This local shoe brand was launched in 2017 by William Ventela, a recycled shoe owner in Bandung, West Java since 1989 (Ventela, 2021). Ventela is widely used by young people because of its attractive product design and comes in various types and models that are suitable for use in various activities. Ventela products come in several types of models, including the Ventela Public model, with two sectional models, namely (Ventela Public High and Ventela Public Low) equipped with ultralite foam insole material which makes it soft and comfortable on the soles of the feet. While the outsole uses high-quality rubber material. the laces use cotton material combined with aluminum ring holes.

The most important factor that influences purchasing decisions is price. According to Tjiptono, (2016) "Price is the only element of the marketing mix that brings income or revenue for the company". Price is a factor that has a real and strong influence on a product in making a purchasing decision, this is in accordance with the journal (Nur & Arnu, 2021). Based on a pre-survey conducted by the author through direct interviews with 30 students of the Faculty of Economics and Business, Malikussaleh University, each student considered that the price offered by Ventela brand shoes was cheaper than competitors (competitors) of other brands that also offer similar products at higher prices. This makes Ventela shoes an attractive choice for students of the Faculty of Economics and Business, Malikussaleh University who want products with good quality, modern designs, and affordable prices. This is in line with previous research by Yuda Bimantara et al., (2022) which stated that "price has a positive and significant effect on the decision to purchase a Honda Brio car in Lampung". After considering the price, another factor that

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influences purchasing decisions is product design. According to Supriyatna, (2020) "Product design is the overall features that affect the appearance and functionality of a product based on consumer needs". Based on a pre-survey conducted by the author through direct interviews with 30 students of the Faculty of Economics and Business, Malikussaleh University, each student considered that Ventela shoes have a modern and stylish design, and have unique features that make Ventela shoes different from other shoe products, such as the selection of materials that are not stiff and not thin, so that Ventela shoes are comfortable to wear and have their own appeal for students of the Faculty of Economics and Business, Malikussaleh University. This is in line with research by Mukarromah & Rofiah, (2019) which states that "product design has a positive and significant effect on purchasing decisions".

After considering product design, another factor that influences purchasing decisions is product quality. According to Farisi, (2018) "Product quality is an effort or ability of a company to satisfy consumers". Based on a pre-survey conducted by the author through direct interviews with 30 students of the Faculty of Economics and Business, Malikussaleh University, students considered that the Ventela shoes produced were very comfortable to wear and had a quality comparable to imported shoes. Ventela shoes are made with a 12oz upper, the material is very soft and durable and also uses *insoles* ultralite foam that makes Ventela shoes softer, lighter, and more comfortable to wear. This is in line with research by Destiani et, al., (2023) which states that "quality has a positive and significant effect on purchasing decisions".

After considering product quality, another factor that influences purchasing decisions is brand image. According to Kotler. (2016) "Brand image is a set of beliefs, ideas and impressions that a person has towards a brand, therefore the attitude and actions of consumers towards a brand". This definition explains that brand image is the beliefs, thoughts and impressions of consumers about a brand through the attitudes shown by consumers towards the brand. Brand image is very important in influencing someone to buy, because if consumers already believe in a particular brand, it will create a brand image and of course consumers will buy products from that brand.

Based on a pre-survey conducted by the author through direct interviews with 30 students of the Faculty of Economics and Business, Malikussaleh University, students assessed that Ventela shoes have a positive brand image, this can be seen from the relatively cheap price, making Ventela shoes an affordable choice for consumers, especially students who have a limited budget, and also with an attractive product design and good product quality, making Ventela shoes an attraction for consumers in increasing purchasing decisions. This is in line with Farisi's research, (2018) stating that "brand image has a positive but not significant effect on purchasing decisions".

## **2. LITERATURE REVIEW**

### **2.1 The Influence of Product Prices on Purchasing Decisions**

Price helps buyers decide how to obtain the expected benefits or utilities based on their purchasing power. Therefore, price will help buyers decide how to allocate their purchasing power to various types of goods and services from various available alternatives. Price is very important in the business world, because small or small price differences can also affect the competitiveness or sales ability of a product. Price is a very important marketing element. Price is very useful to help consumers obtain the highest benefits based on their purchasing power. Therefore, consumers can determine their interest in various goods or services they need (Adonis & Silintowe, 2021). The results of research conducted by Adonis & Silintowe, (2021) stated that price has a positive and significant effect on purchasing decisions. Based on the description above, it is suspected that the price variable has a positive effect on purchasing decisions.

### **2.2 The Influence of Product Design on Purchasing Decisions**

Design is a very important thing in a product. Design greatly affects the shape of the product, product comfort, product benefits, and several other factors (Wahmuda et al., 2015). In the production process, design must be given serious attention because the target consumers are not



only a few but many and the design of the product that is in the production process must be able to meet the desires and needs of consumers. To attract the attention of consumers to make purchases, a company must provide a design that is always developing with various features that can be embedded in a product(Adonis & Silintowe, 2021). Research conducted bySupriyatna, (2020)shows that product design has a significant positive effect on purchasing decisions, meaning that if product design improves, purchasing decisions will improve. Based on the description above, it is suspected that the product design variable has a positive effect on purchasing decisions.

### 2.3 The Influence of Product Quality on Purchasing Decisions

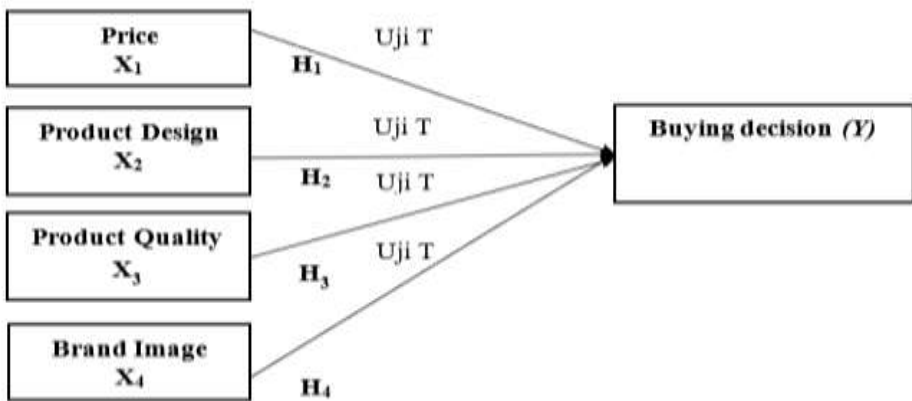
Product quality is the ability of a product to demonstrate its function (Kotler & Armstrong, 2008). Product quality is an important aspect that determines purchasing decisions. Good product quality will make consumers loyal to the product. Consumers expect the highest quality from the goods purchased when buying, so that they can provide the greatest benefits when using them. The company will be able to provide quality that meets the desires and needs of consumers by considering existing market quality standards. This is to ensure that the quality provided by the company is not lower than competitors. Someone who knows this certainly not only sells the product itself, but also the benefits of the product, which ultimately helps the company increase sales, because it influences consumer purchasing decisions(Pharisee, 2018). Maupa, et.al (2019) research states that product quality influences purchasing decisions. Based on the description above, it is suspected that the product quality variable has a positive effect on purchasing decisions.

### 2.4 The Influence of Brand Image on Purchasing Decisions

Consumer attitudes and behaviors toward brands are greatly influenced by brand image. Brand image is the performance of all brand cognitions, which are formed by brand information and past experiences. Consumers with a positive brand image are more likely to make purchases. Consumers tend to buy well-known brands because they feel secure about what is known and assume that the brand may also have explainable and trustworthy qualities. Therefore, in addition to paying attention to the physical attributes of its products, the company's task is to build a positive brand image and increase the level of purchase demand for its products.(Pharisee, 2018).

Supriyatna's research, (2020) stated that brand image has a significant positive influence on brand image on purchasing decisions. Based on the description above, it is suspected that the brand image variable has a positive influence on purchasing decisions.

### 2..5 Conceptual Framework



**Figure 1 Conceptual Framework**

### 2.6 Hypothesis

The research hypothesis is a temporary answer to a temporary problem because its truth must still be proven. until proven through collected data and must be tested empirically. Based on the conceptual framework above, the research hypothesis is as follows:

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H1: It is suspected that product price has a positive and significant influence on the purchasing decision of Ventela shoes among students of the Faculty of Economics and Business, Malikussaleh University.

H2: It is suspected that product design has a positive and significant influence on the purchasing decision of Ventela shoes among students of the Faculty of Economics and Business, Malikussaleh University.

H3 : It is suspected that product quality has a positive and significant influence on the purchasing decision of Ventela shoes among students of the Faculty of Economics and Business, Malikussaleh University.

H4: It is suspected that brand image has a positive and significant influence on the purchase decision of Ventela shoes among students of the Faculty of Economics and Business, Malikussaleh University.

### **3. IMPLEMENTATION METHOD**

The object of research is the target for obtaining data. In accordance with Sekaran's opinion (2016), it states that "the object of research is anything that can differentiate or bring variation to the value and the value can be at various times for the same object or person, or at the same time for different objects or people". The object of research used was undergraduate students of the Faculty of Economics and Business, Malikussaleh University. The population in this study were all undergraduate students of the Faculty of Economics and Business, Malikussaleh University who had purchased and used Ventela shoes. The sampling technique in this study was Non-Probability sampling using purposive sampling technique. Non-probability sampling is a sampling design where elements in the population do not have the same opportunity for each element or member of the population to be selected as a sample. Purposive sampling is a sampling technique that limits respondents to a study due to criteria that have been set by the researcher (Sekaran & Bougie, 2016). Data collection in this study was carried out by distributing questionnaires. The questionnaire technique is a data collection technique in the form of submitting written questions through a list of questions that have been prepared in advance and must be filled in by respondents (Triani, 2017).

### **4. RESULTS AND DISCUSSION**

#### **4.1 Multiple Linear Regression Analysis**

**Table 1**  
**Multiple Linear Regression Analysis**  
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1,996	1.297		1,539	0.126
price	0.094	0.083	0.079	1.122	0.264
product design	0.206	0.070	0.300	2,934	0.004
product quality	0.054	0.052	0.098	1,841	0.030
brand image	0.451	0.076	0.420	5.916	0.000

Data: processed (2024)

Based on the results of the multiple linear regression test in the table above, the coefficients for the independent variables  $X_1 = 0.094$ ,  $X_2 = 0.206$ ,  $X_3 = 0.054$ ,  $X_4 = 0.451$  and a constant of 1.996. So the regression equation model obtained is as follows:

$$Y = 1.996 + 0.094 X_1 + 0.206 X_2 + 0.054 X_3 + 0.451 X_4$$

Based on the results of the multiple linear regression equation above, it can be concluded that:

1. From the image above, there is a constant of 1.996 which means that the price variable ( $X_1$ ), product design variable ( $X_2$ ), product quality ( $X_3$ ), brand image ( $X_4$ ), and purchasing decision ( $Y$ ) have a value of 1.996 one unit.
2. The beta coefficient value for the price variable is 0.094, which means that every one-unit change in price ( $X_1$ ) will result in a change in purchasing decisions ( $Y$ ) of 0.094.
3. The beta coefficient value for the product design variable is 0.206, which means that every change in the product design variable ( $X_2$ ) of one unit will result in a change in purchasing decisions ( $Y$ ) of 0.206.
4. The beta coefficient value for the product quality variable is 0.054, which means that every one-unit change in the product quality variable ( $X_3$ ) will result in a change in purchasing decisions ( $Y$ ) of 0.054.
5. The beta coefficient value for the brand image variable is 0.451, which means that every one-unit change in the brand image variable ( $X_4$ ) will result in a change in purchasing decisions ( $Y$ ) of 0.451.

#### 4.2 Correlation Coefficient (R) and Determination ( $R^2$ )

The correlation coefficient value ( $R$ ) of 0.783 indicates that there is a strong relationship between the price variables ( $X_1$ ), product design ( $X_2$ ), product quality ( $X_3$ ), brand image ( $X_4$ ) in influencing purchasing decisions ( $Y$ ) by 78.3%. While the value *Adjusted* $R^2$  of 0.613 or 61.3%. This means that the price variables ( $X_1$ ), product design ( $X_2$ ), product quality ( $X_3$ ), brand image ( $X_4$ ) are able to influence purchasing decisions ( $Y$ ) by 61.3%. While the remaining 38.7% is influenced by other variables not included in this study.

### 4.3 DISCUSSION

#### 4.3.1 The Influence of Price On Purchasing Decisions

The first hypothesis test shows that the price variable does not have a significant effect on purchasing decisions. This is because there are other variables that influence purchasing decisions more, such as product design, product quality, and brand image. Ventela products have a modern and stylish design. Ventela shoes also have their own logo, making it easy for consumers to recognize them. In addition, the quality provided by Ventela shoes is good, light, and comfortable to wear. This makes consumers ignore the price of the products they use and decide to make a purchase. The results of this study are in line with research conducted by Yuliana & Maskur, (2022) which shows that price does not have a significant effect on purchasing decisions.

#### 4.3.2 The Influence of Product Design on Purchasing Decisions

The second hypothesis test shows that the product design variable has a positive effect on purchasing decisions. Attractive, stylish product design, good features, strong and non-rigid materials, so that consumers feel comfortable using them. Ventela shoes must always offer up-to-date models or follow the style of the times, this makes consumers interested in buying Ventela shoes. The results of this study are in line with research conducted by Supriyatna (2020) showing that product design has a significant positive effect on product design decisions, meaning that if the product design improves, purchasing decisions will increase.

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**4.3.3 The Influence of Product Quality on Purchasing Decisions**

The third hypothesis test shows that the product quality variable has a positive effect on purchasing decisions. The product quality of Ventela shoes is very helpful in increasing sales. Ventela shoes have an attraction in the form of colors and models that are quite varied, unique, and have comfortable materials (insoles) when worn which will make consumers interested in buying. Another thing that Ventela shoes have in terms of material quality makes this product popular with buyers. Ventela shoes use premium Vulcanized materials which are considered durable or not easily damaged. The results of this study are in line with the research of Maupa et al (2019), the study showed that product quality has a positive impact on purchasing decisions.

**4.3.4 The Influence of Brand Image on Purchasing Decisions**

The fourth hypothesis test shows that the brand image variable has a positive effect on purchasing decisions. A good brand image will make consumers buy the product. Ventela shoes have a logo that is easy to remember and recognize by consumers, Ventela shoes are also easy to repair if damaged, for example; damaged shoe soles, torn shoe leather, and so on, so that this makes consumers interested in making purchases. The results of this study are in line with Supriyatna's research, (2020) which states that brand image has a significant positive effect on brand image on purchasing decisions.

**5. CONCLUSION**

1. Price has no significant influence on purchasing decisions. This shows that price does not affect the purchasing decision of Ventela shoes on students of the Faculty of Economics and Business, Universitas Malikussaleh .
2. Product design has a positive and significant influence on purchasing decisions. This shows that product design influences purchasing decisions for Ventela shoes on students of the Faculty of Economics and Business, Universitas Malikussaleh .
3. Product quality has a positive and significant influence on purchasing decisions. This shows that product quality influences purchasing decisions for Ventela shoes on students of the Faculty of Economics and Business, Universitas Malikussaleh .
4. Brand image has a positive and significant influence on purchasing decisions. This shows that brand image influences purchasing decisions for Ventela shoes on students of the Faculty of Economics and Business, Universitas Malikussaleh .

**5.1 SUGGESTION**

Based on the research results and conclusions above, the suggestions that can be given by the author in this research are as follows:

1. Price is one of the factors that can increase purchasing decisions on Ventela Shoes. Therefore, the Ventela shoe company must maintain price affordability.
2. Product design is also one of the supporting factors for increasing purchasing decisions on Ventela Shoes. Therefore, Ventela Company must maintain a modern, stylish, and always up to date design, and have unique features so that Ventela shoes still look different from other shoes.
3. Product quality can also increase purchasing decisions on Ventela Shoes. Therefore, Ventela Company must be able to maintain and improve its quality, and have a softer insole so that consumers are comfortable using it.
4. Another factor that can increase purchasing decisions for Ventela Shoes is providing a good image to consumers.

**5.2 Research Limitations**

Based on the researcher's direct experience in this research process, there are several limitations experienced and can be several factors that can be considered more by future



researchers in further refining. This research itself certainly has shortcomings that need to be continuously improved in future research. Some limitations in this research include:

1. In the data collection process, the information provided by respondents through questionnaires sometimes does not show the respondents' actual opinions. This happens because sometimes each respondent has different thoughts, assumptions and understandings, as well as other factors such as the honesty of respondents in filling out their opinions in the questionnaire.
2. The conclusion is drawn only based on the data analysis obtained, so it is hoped that there will be further research on price, product design, product quality, and brand image on purchasing decisions with different research methods, wider samples, and the use of different and more complete research instruments.

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