

The Influence of Brand Image and Product Quality to Converse Shoe Purchasing Decisions (Study on UPN "Veteran" East Java Students)

Mahendra Alfaton Hadinata¹, Ugy Soebiantoro², Egan Evanzha Yudha Amriel³

Management Study Program, Faculty of Economics and Business, Universitas Pembangunan Nasional "Veteran"
Jawa Timur, Indonesia

Email author: mahendraalfatonihadinata@gmail.com¹, egam.amriel.mnj@upnjatim.ac.id³

*Correspondence author: ugybin@gmail.com

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Abstract

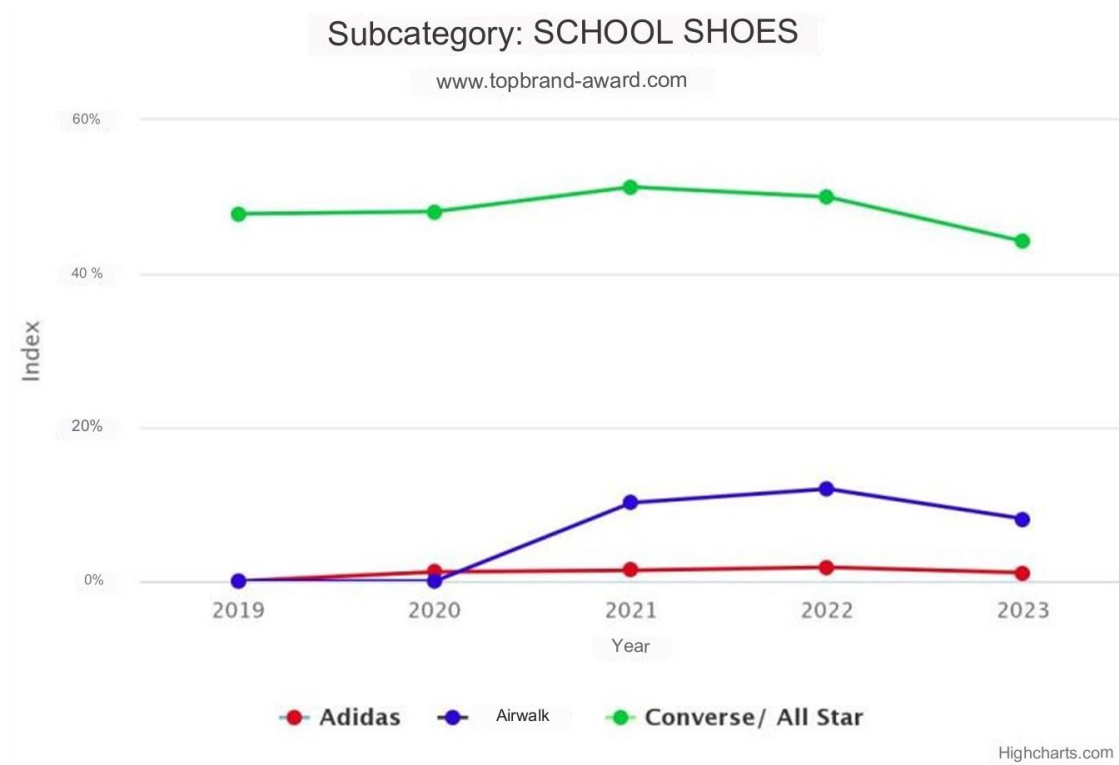
This study aims to determine the effect of brand image on the decision to purchase Converse shoes for the study of UPN "Veteran" East Java students and the effect of product quality on the purchase decision for Converse shoes for the study of UPN "Veteran" students in East Java. The population in this study was East Java UPN "veteran" students. The sample in this study used the Likert formula and found the results of 100 respondents. The method used in this study uses the GForm form. The analysis technique in this study uses PLS (Partial Least Square). The results of this study indicate that the indicator Brand Image variable that has the highest percentage is Converse product details in line with expectations (X1.2) while the Product Quality the indicator variable that has the highest percentage is Converse shoes more attractive than other shoe brands (X2.3). Comparison quality product from brands competitor Shoe Converse done student push student do Buying decision.

Keywords: Brands Images, Product quality, Purchase decision

INTRODUCTION

Converse is an American shoe company with production results primarily consisting of sports footwear and the lifestyle brand Supreme. Company has been in existence since 1908 and, in 2003, was purchased for \$305,000,000 as a subsidiary company from Nike regarding cultural developments from outside entering Indonesia and influence people's way of life in their daily activities. one culture Foreigners who enter Indonesia are very much at this time is *fashion*. In the beginning development, *trend* fashion in Indonesia most follow style west Good That immaterial used or in design.

Students are among those who really follow *fashion* developments currently popular moment This. They very notice and guard What Which they use every day. Matter Which used the is reflection from himself Alone and is a reflection of their social status. From head to toe each student differ in using the products used, some use them local brands until some use foreign brands or brands or commonly called brands internationally, they only get it to be able to study with confidence with What which they use on when you are on campus.



Picture 1. Brands Graphic Shoe Converse

Based on the data showing the importance of analyzing brand performance is priority for the company. By analyzing performance, the company is able to evaluate and determine strategy for develop brand they. For That, *Frontiers Research* develop a research-based Top Brand concept to understand brand performance. The brand performance is then measured in *Mind Share*, *Market Share* and *Commitment Share*.

Nama Brand	2019	2020	2021	2022	2023
Adidas	0	1.20	1.40	1.80	1.10
Airwalk	0	0	10.20	12.00	8.10
Converse/ All Star	47.80	48.10	51.30	50.00	44.20

Showing 1 to 3 of 3 entries

Picture 2. List Shoe Top Brands 2019-2023

Since 2000, Top Brand Award has been a pioneer in performance indicators brand in Indonesia. Even discussion about Top Brands Awards always become attention paraowner brand. Now, 90% from customer recognize logos Top Brands Which There is on packaging television products and advertisements. The Top Brand logo has also proven to play an important role in influence customer buying decisions. Top Brand Award has more than 500 In the award category, the Top Brand Award is the most awaited award

event by humans Indonesian Brands. With a large number of categories, the Top Brand Award awards show held two deep times a year: Top Brand Award Phase 1 And Phase 2.

Top Brand Award winners are selected based on the results of a survey (TBI) conducted independently by Frontier Group. In 2021, the Top Brand survey involves more from 12,000 respondents and carried out simultaneously in 15 major cities in Indonesia. Big cities that includes: Jakarta, Bandung, Semarang, Yogyakarta, Surabaya, Poor, Medan, Palembang, Pekanbaru, Samarinda, Balikpapan, Banjarmasin, Makassar, Manado And Denpasar. The second reason is that the writer is interested in discussing Converse, because of Converse became the Top Brand in Indonesia for 5 consecutive years starting from 2019 until with 2023 as the most widely used school shoes by students and students in Indonesia. That's what makes Converse increasingly known in the world Indonesia.

From various kinds of fashion that exist such as clothes, pants, bags, shoes and others, shoes is fashion Which most influential in determine style life student, make shoe Which used Also own Lots variation. Like shoe brand Converse, Vans, Nike, New Balance, and various other shoe brands that are currently running popular in circles student. So many choice shoe Which There is in market make company must guard image brand And Also guard loyalty from consumer so that Consumers continue to use the products the company sells. A shoe brand which is the mecca of other shoe brands, namely Converse. Converse stands on year 1908, when First time stand in year 1908, Converse, which his name is Converse Rubber Corporation, is a company that makes footwear and work shoes seasonal Which based on material rubber. But Converse on moment That is product seasonal, which means that the workers of the shoemaker are unemployed at times certain.

Literature Review

Image Brand

Representation something image brand is whole perception to brand And formed from information and past experiences with the brand. Image of the Brand relate with attitude Which form belief and preference to something brand. Consumer which own image Which positive to something brand, will more possible For do purchase. Image Which Good will raises impact positive for company, whereas image Which bad give birth to impact negative and weaken ability company in competition According to Kotler & Keller, (2009:260) in management marketing). Is Where process somebody choose, organize, interpret input information to create an image which mean.

H1: Brand Image Influences Converse Purchasing Decisions in Students oops "Veteran" Java East

Quality Product

quality product is totality from characteristics product Which covers performance product, function product, reliability product, and etc For satisfying need And desire consumer Which expected. American Society for Quality Control Kotler & Armstrong, (2018) conclude "quality product is characteristics product or service Which depends on its ability to satisfy stated customer needs or implied". The ability of a product is seen from the quality that is given satisfying need or desire consumer Nilsson et al., (2001) in amron, (2018). Whereas according to Kalele et al., (2015) in Son (2017)

H2 : Quality Product Influential To Decision Purchase Converse On Student oops "Veteran" Java East

Decision Purchase

Purchasing decision is a consumer decision that is influenced by economy finance, technology, political, culture, product, price, location, promotion, physical evidence, people and process, so that form something attitude on consumer For process all information And take conclusion form response Which appear product what will Alma buy, (2011: 96) in Zamroni, (2016). Consumer evaluation stage form preference between brand in gathering choice, consumer Possible Also form Meaning to buy brand the most preferred according to Kotler & Armstrong (2018:185) whereas according to Setiadi, (2008:332) in Indrawati, (2015) mentions that core from taking decision consumer is process integration Which combines

knowledge to evaluate two or more cognitive and behavioral choose one of them.

RESEARCH METHOD

Study This use method descriptive quantitative. Collection data done through distributing questionnaires. This study uses an ordinal scale with weights Likert. Taking sample done with use technique non-probability sampling with convenience sampling. The sample size for this research is 100 respondents. Data analysis in this study was carried out through descriptive analysis using Partial Least Squares (PLS) method, and hypothesis testing is done using method statistic supported by device soft SmartPLS 4.0. Tool measuring Which used in this research is an online questionnaire Which made with Google Forms

RESULTS AND DISCUSSION

Model measurement in study This use variable exogenous with indicators reflective variables include Brand Image (X1) and Product Quality (X2) as well as endogenous variables that is Decision Purchase (Y) For measure validity indicator Wrong only one with based on output table outer loading, that is with see magnitude mark *factor loading*, because in this modeling all indicators use reflective, so the table what is used is *the output of outer loadings*.

Table 1. Outer Loadings (Mean, STDEV, T-Values)

	Factor Loading (O)	Sample Means (M)	Standard Deviations (STDEV)	T Statistics ((O/STERR))
X1.1 <- IMAGE BRAND (X1)	0.926	0.925	0.028	32,532
X1.2 <- IMAGE BRAND (X1)	0.958	0.956	0.012	77,538
X1.3 <- IMAGE BRAND (X1)	0.926	0.924	0.025	37,097
X1.4 <- IMAGE BRAND (X1)	0.962	0.961	0.012	80,192
X1.5 <- IMAGE BRAND (X1)	0.966	0.966	0.009	105,228
X2.1 <- PRODUCT QUALITY (X2)	0.930	0.929	0.023	41,288
X2.2 <- PRODUCT QUALITY (X2)	0.954	0.952	0.020	46,571
X2.3 <- PRODUCT QUALITY (X2)	0.933	0.932	0.020	47,133
X2.4 <- PRODUCT QUALITY (X2)	0.912	0.908	0.046	20,020
X2.5 <- PRODUCT QUALITY (X2)	0.856	0.854	0.038	22,348
Y.1 <- DECISION CUSTOMER (Y)	0.930	0.929	0.025	37,260
Y.2 <- DECISION CUSTOMER (Y)	0.936	0.935	0.026	35,667
Y.3 <- PURCHASE DECISION (Y)	0.894	0.891	0.029	31,350
Y.4 <- PURCHASE DECISION (Y)	0.936	0.935	0.021	45,283
Y.5 <- PURCHASE DECISION (Y)	0.953	0.952	0.018	53,599

Based on the table above, the validity of the indicator is measured by looking at the *factor loading value* to the indicator, it is said that the validity is sufficient if it is greater than 0.5 and or value The T-Statistic is greater than 1.96 (z value at $\alpha = 0.05$). *Factor loading* is a correlation between indicators and variables, if it is greater than 0.5, the validity is considered fulfilled so also if value Bigger T-Statistics of 1.96 then significant fulfilled.

Based on the *outer loading table* above, all indicators are reflective of the variables Brand Image(X1), Product Quality(X2), and Purchase Decision(Y), indicate *factors loading (original sample)* is greater than 0.50 and significant (T-Statistic value) is greater than $mark z \alpha = 0.05 (5\%) = 1.96$, with thereby results estimate whole indicator has fulfil Convergent validity or its validity Good.

Measurement of indicator validity can also be seen from the *cross loading table*, if the value *loading factor* every indicator on each variable more big than *loading factor* each indicator on other variables, then *the loading factor* is said to be valid, but if the value of *the loading factor* is smaller than the indicators of the other variables, then it is said no valid.

Table 2. Cross Loading

INDICATOR	IMAGE BRAND (X1)	QUALITY PRODUCT (X2)	DECISION PURCHASE (Y)
X1.1	0.926	0.860	0.872
X1.2	0.958	0.887	0.921
X1.3	0.926	0.873	0.854
X1.4	0.962	0.826	0.926
X1.5	0.966	0.870	0.952
X2.1	0.782	0.930	0.881
X2.2	0.856	0.954	0.860
X2.3	0.786	0.933	0.865
X2.4	0.827	0.912	0.831
X2.5	0.856	0.921	0.867
Y. 1	0.930	0.826	0.959
Y.2	0.936	0.854	0.970
Y.3	0.813	0.894	0.994
Y.4	0.841	0.850	0.936
Y.5	0.851	0.894	0.953

From the results of cross loading data processing, it is obtained that all *loading factor values* in each each indicator (shaded) both on the variable Brand Image (X1), Product Quality (X2), and Purchase Decision (Y) shows a greater *loading factor value compared* with indicator factors from other variables, so that it can be said that all indicators on this research fulfilled its validity or validity Good.

A Average Variances Extracted (AVE)

The next measurement model is the Average Variance Extracted (AVE) value, ie mark show magnitude variant indicator Which conceived by variable latent. Convergent AVE value greater than 0.5 indicates good adequacy of validity for variable latent. On variable indicator reflective Can seen from mark Average Variances Extracted (AVE) for each construct variable. A good model is required if the value AVE each construct is greater than 0.5.

Table 3. AVE

	AVE
IMAGE BRAND (X1)	0.898
QUALITY PRODUCT (X2)	0.842
DECISION PURCHASE (Y)	0.865

Average Variances Extracted (AVE)

Results Testing AVE For variable Image Brand (X1) as big 0.572, variable Quality Product(X2) of 0.654, and Purchase Decision (Y) of 0.671, these three variables shows a value of more than 0.5, so overall the variables in this study can said its validity Good.

Table 4. Composite reliability

	Composite reliability
IMAGE BRAND (X1)	0.978
QUALITY PRODUCT (X2)	0.964
DECISION PURCHASE (Y)	0.970

Composite reliability

Reliability construct Which be measured with mark composite reliability, Construct reliable If mark composite reliability above 0.70 then the indicator is called consistent in measuring the variable latent. The results of the composite reliability test show that the Brand Image variable (X1) of 0.869, variable Product Quality (X2) 0.904, and Purchase Decision (Y) of 0.910, the three variables show a composite reliability value above 0.70 so that can said whole variable on study it's reliable.

Latent Variable correlations

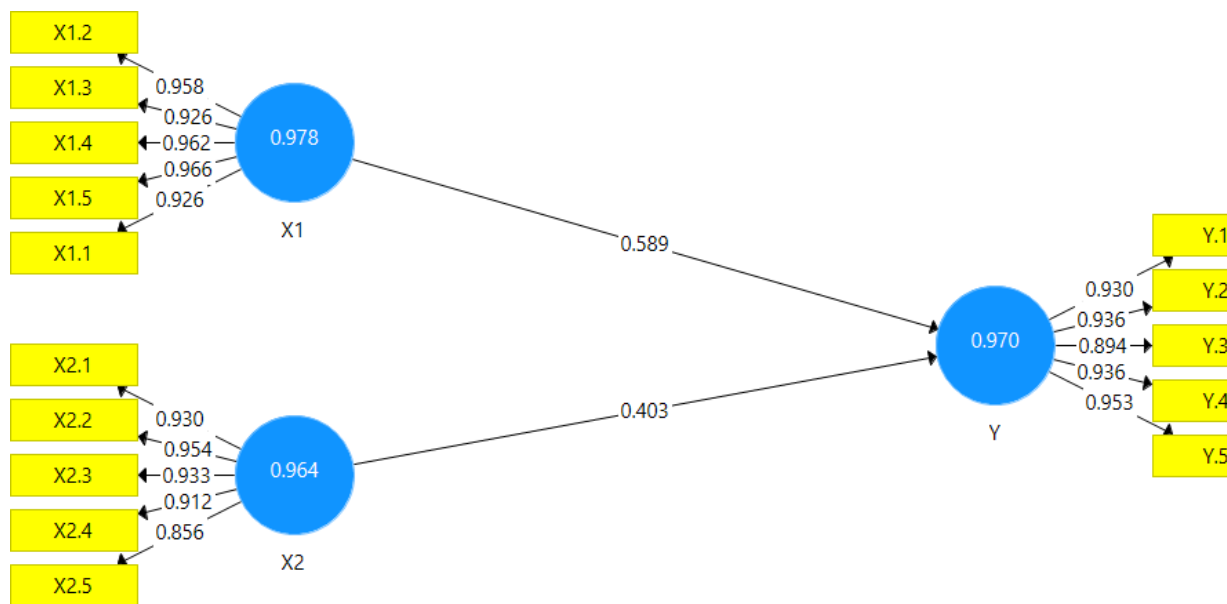
In the pls connection variable or construct One with Which other Can each othercorrelated with one another, both exogenous and endogenous variables, or variables exogenous and endogenous as shown in the table of latent variable correlations above. Connection between variable One with other own mark correlation maximum as big 1, the moreapproach value 1 then has a better correlation.

Table 5. Latent Variables correlations

	IMAGE BRAND (X1)	QUALITY PRODUCT (X2)	DECISION PURCHASE (Y)
CITR BRAND (X1)	1,000		
QUALITY PRDOUK (X2)	0910	1,000	
DECISION PURCHASE (Y)	0.956	0939	1,000

From the table of latent variable correlations above, the average correlation value is obtained between variable with one another shows the average value of the correlation is being. Correlation value the highest is between variables, Brand Image (X1) with Purchase Decision (Y) of 0956, matter This Also Can stated that between variable Which There is in the model study,connection between variable Quality Product (X1) with decision purchase (Y) as big 0.956This can be stated that among the variables in the research model, the relationshipbetween Product Quality (X1) and Purchase Decision (Y) shows a positive relationship stronger than the relationship between other variables, this can also be interpreted that In this research model, the level of purchasing decisions is more influenced by Image variable Brand compared to the product quality variable.

Analysis Model PLS



Picture 3. Outer Model with factor loading, Path coefficient and R-Square

From picture output pls on can seen magnitude mark factor loading each the indicator which is located above the arrow between the variable and the indicator, can also be seen *path coefficients* that are above the arrow lines between exogenous variables to endogenous variables. Besides that, you can also see the size of the R-Square which is right in the variable loop endogenous (variable Buying decision).

inner Model (Testing Structural)

Testing of the structural model is carried out with see the value of the R-Square is the *Goodness-fit model test*. Inner model testing can be seen from the R-Square value on equality between variable latent. Mark R^2 explain how much big variable exogenous(independent/free) on model capable explained variable endogenous (dependent / bound).

Table 6. Table R-Square

	R Square
DECISION PURCHASE (Y)	0.942

Mark $R^2 = 0.942$. Matter this can interpreted that models capable explain phenomenon of Purchase Decision (X2) which is influenced by independent variables including Image Brand (X1) and Product Quality (X2) with a variance of 94.2% while the rest is 05,8 % in explain by variable other in outside study This (besides Image Brand and Quality Product).

Besides is known mark R^2 , *goodness of fit Model* study Can is known of magnitude Q^2 or Q Square Predictive Relevance for structural models, namely to measure how well mark observation Which generated by model and also estimate parameters. Mark Q-Square > 0 showing model own *predictive relevance*: should If mark Q-Square ≤ 0 shows the model lacks predictive relevance. The Q-Square calculation is performed with formula:

$Q^2 = 1 - (1 - R^2_1) (1 - R^2_2) \dots (1 - R^2_p)$ where $R^2_1, R^2_2 \dots R^2_p$ is the R-Square variable endogenous in the equation model. Magnitude Q^2 has a value with a range of $0 < Q^2 < 1$, where more approach 1 means model the more good. Magnitude Q^2 This equivalent with coefficient total determination on path analysis (*path analysis*).

On research This magnitude mark Q^2 is as big $Q^2 = 1 - (1 - 0.942) = 0.942$

From the calculation results Q^2 with a result of 0.942 it can be concluded that the research model can said meet predictive relevance.

Testing hypothesis

Next for testing hypothesis can seen results coefficient and mark T-Statistics from inner model on the following table:

Table 7. Path Coefficients (Mean, STDEV, T-Values, P-Values)

	Path Coefficients(O)	sample Means (M)	standardDeviation (STDEV)	T Statistics ((O/STERR))	P Values
BRAND IMAGE (X1) -> DECISION PURCHASE (Y)	0.589	0.608	0.145	4,053	0.000
PRODUCT QUALITY (X2) -> DECISION PURCHASE (Y)	0.403	0.385	0.148	2,730	0.004

Image Brand(X1) influential positive to Decision Purchase(Y) Converse **can accepted**, with a *path coefficient* of 0.589, and a T-Statistic value of 4.053 > 1.96 (from $Z\alpha$ table values = 0.05) or P-Value 0.000 < 0.05, then result **significant (positive)**.

Product Quality (X2) has a positive effect on Purchase Decision (Y) Converse **can accepted**, with *path coefficients* as big 0.403 And mark T-Statistics as big 2,730 > 1.96 (from mark table $Z\alpha = 0.05$) or P-Value 0.004 < 0.05, so result **significant (positive)**.

Influence Brand Image against the Decision Purchase

Based on the results of research that has been done, it can be obtained that variable Brand image influences purchasing decisions at Converse. Result analysis descriptive variable brand image indicator which has the highest percentage is the brand Converse shoes have a place in the hearts of its consumers (X1.5), where Converse shoes is still the main choice of consumers, especially students in determining product shoe newest and comfortable.

Results study This in accordance with study Which done by M Olan romance And Sri Herianingrum (2023), show that variable Image brand influential direct significant to Decision Purchase.

So, can concluded that Image brand is Wrong One factor Which can influence decision purchase. Matter This show impression positive from consumer that image brand will influence candidate consumer in do decision purchase to product shoe Converse.

Influence Product Quality on Purchasing Decisions

Based on the results of the research that has been done, it is found that the quality variable product influences the purchase decision on Converse. With quality results product influential positive to decision purchase on can accepted. Matter This shows that Product Quality is very influential for students in doing A Decision Purchase on converse,

The results of the descriptive analysis of the variable Product Quality indicators that have a percentage most tall is Shoe Converse more interesting than brand shoe other (X2.3), Matter This show that para consumer especially student Still choose shoe converse as product main in do decision purchase than productits competitors.

The results of this study are in accordance with the research conducted by Daniel Reven and Augusty Tae Ferdinand (2023), show that variable Quality Product own influence to Decision Purchase. So, can concluded that Product quality is Wrong One factor Which caninfluence Purchase Decision. This shows that UPN Veteran Students East Java has criteria in selecting product quality made converse shoes consideration with product other which kind For do a decision purchase.

CONCLUSION

Based on results testing with use PLS to test Brand Imageand product quality on purchasing decisions for Converse shoes at UPN Veteran Jawa East, it can be concluded that: From results study, can concluded that Image Brand give contribution to Decision Purchase Shoe Converse in UPN Veteran Java east. With the more good image brand shoe converse known Lots audience general especially UPN Veteran East Java students are increasingly pushing Purchase Decisions. Based on results study can concluded that Quality Product give contribution to Decision Purchase. Comparison quality product from brands competitor Shoe Converse done student push student do Buying decision.

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