



RESEARCH ARTICLE

# The Effect Of Brand Image, Product Quality, Price On Converse Shoe Purchase Decision In West Cikarang

Basar Maringan Hutauruk <sup>1)</sup> ; Suryadi <sup>2)</sup>

## Abstract

Purchasing decisions are an important aspect of a marketing strategy that reflects a product's success in attracting interest and meeting consumer needs. This study aims to determine the influence of brand image, product quality, and price on purchasing decisions for Converse shoes in West Cikarang. This study uses a quantitative method with data collection techniques through distributing questionnaires to respondents. The sample in this study amounted to 100 respondents, determined using the Lemeshow method. The sampling technique used was nonprobability sampling with a purposive sampling approach. Data processing was carried out using the SPSS version 27 application. The results of the study indicate that partially and simultaneously, the variables of brand image, product quality, and price have a positive and significant effect on purchasing decisions. This means that the better the brand image, the higher the product quality, and the more appropriate the price offered, the more likely consumers are to decide to purchase the product. These findings have implications for companies in improving marketing strategies, particularly in maintaining brand image, maintaining product quality, and setting prices that are in accordance with the value received by consumers.

**Keyword:** Brand Image, Product Quality, Price, Purchase Decision.

## Introduction

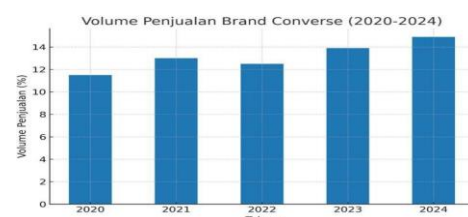
The current era of globalization presents both challenges and opportunities in the industrial and business sectors, including the fashion industry. Technological advancements and changing lifestyles have made fashion products, particularly shoes, not only a complement to clothing needs but also a symbol of lifestyle and identity. This situation encourages companies to continuously innovate to meet increasingly dynamic consumer tastes. Competition among shoe brands is increasingly fierce, requiring companies to understand consumer behavior, create innovation, and build a strong brand image to survive in a competitive industry. One long-standing shoe brand that has endured to this day is Converse. Since its inception in 1917, Converse has captured consumers' attention with its simple designs, comfortable materials, and versatility for a variety of activities. In 1923, the Converse All Star was even dubbed the "king of sneakers," and to date, more than 744 million pairs have been sold in 144 countries. This popularity continues because Converse is able to adapt to fashion trends and offers a variety of products ranging from sneakers and boots to apparel (Best Present Guide, 2021).

**Table 1. Top Brand Index 2024 Award data**

Brand	TBI 2024
Adidas	27,40%
Nike	18,40%
Converse	14,90%
Puma	10,20%
Reebok	9,50%

In Indonesia, the shoe market is highly competitive, with global brands like Adidas, Nike, Puma, and Reebok present. Consumers, particularly young people and students, view shoes not

only as a functional necessity but also as a lifestyle symbol. Converse has managed to maintain its appeal thanks to its comfort, affordable price, and strong brand image. According to Top Brand Award data (2024), Converse ranked third with a 14.90% Top Brand Index, closely competing with Adidas (27.40%) and Nike (18.40%). This demonstrates that Converse remains relevant and in demand amidst intense competition. Besides brand image, price is also a significant factor influencing purchasing decisions. Affordable prices and good quality are the reasons why students and young people choose Converse over other products. In general, consumers tend to think that the price of Converse shoes is appropriate. With its quality and brand value. This pricing strategy also supports positive brand perceptions and increases consumer loyalty.



**Figure 1. Converse Shoe Volume Data in 2020 - 2024**

Source: Top Brand Award, 2024

The phenomenon of increasing consumer interest in Converse is reflected in sales data over the past five years (2020-2024). Despite a decline in 2022, the overall sales trend continues to show improvement. In 2024, sales volume reached a record high of 14.9%, demonstrating Converse's ability to recover through product innovation, collaborations, and effective marketing strategies. This indicates significant opportunities for continued market expansion, particularly among teenagers and college students. Previous research also supports the importance of brand image, product quality, and price in influencing purchasing decisions. Research by Niaga (2024) shows that brand image has a positive and significant influence on purchasing decisions. Meanwhile, research by Faezal (2022) states that product quality plays a significant role in increasing consumer confidence in purchasing decisions. Furthermore, research by Lestari (2020) found that competitive pricing can be a determining factor in consumer purchasing

Pelita Bangsa University

*\*) corresponding author*

Basar Maringan Hutauruk  
Email: [basar.hutauruk@pelitabangsa.ac.id](mailto:basar.hutauruk@pelitabangsa.ac.id)

decisions, particularly among students. However, several other studies show different results. Research by Hariyanti (2023) shows that brand image does not directly influence purchasing decisions because consumers consider other factors such as product quality and benefits. Firmansyah (2021) also found that product quality does not significantly influence purchasing decisions because consumers prioritize promotional aspects and competitive prices. Meanwhile, Halim & Hamzah (2020) revealed that price does not significantly influence purchasing decisions because consumers focus more on lifestyle factors and trends than solely on price considerations. The difference in these research results indicates an interesting research gap that warrants further investigation.

**Method**

This research was conducted on Converse shoe consumers in West Cikarang. This study uses a quantitative method with a descriptive approach to numerically analyze the influence of brand image (X1), product quality (X2), and price (X3) on purchasing decisions (Y). The number of samples used in this study was 100 respondents, which was determined using the Lemeshow formula because the population size was not known with certainty. The sampling technique used was *nonprobability sampling* with a purposive sampling method, namely selecting samples with certain criteria relevant to the study (Sugiyono, 2018). The types and sources of data in this study consist of primary and secondary data. Primary data were obtained through the distribution of a *Google Form*- based questionnaire to Converse shoe consumers in West Cikarang, while secondary data were obtained from various sources such as Kompas, Katadata, Top Brand Award, Berita Satu, Pilar Bangsa News, Google Trend, and BP-Guide. The research instrument used a Likert scale with five assessment categories, ranging from strongly disagree to strongly agree. Data analysis was carried out using the SPSS version 27 program through data feasibility tests (validity and reliability), classical assumption tests (normality, multicollinearity, heteroscedasticity, and linearity), and multiple linear regression analysis to test the influence of brand image, product quality, and price on purchasing decisions. The research design describes the flow of the research conducted to explain the relationship between the variables studied. This study uses a correlational design that aims to examine the influence between the independent and dependent variables. Brand Image (X1), Product Quality (X2), and Price (X3) act as independent variables, and Purchase Decision (Y) as the dependent variable. The following is the research design as illustrated below:

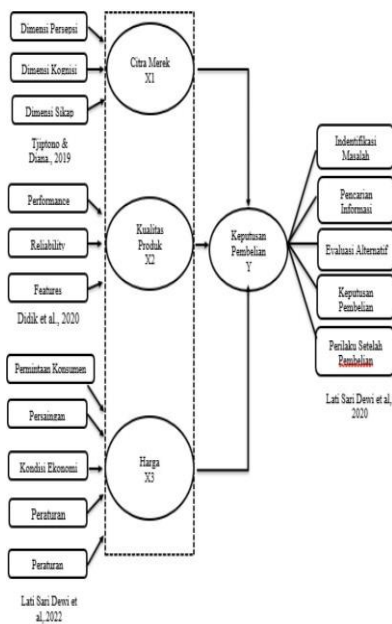


Figure 2. Research Design. Source: Researcher data, 2024

**Results and Discussion**

This study presents a comprehensive overview of the respondents' profiles.

This overall profile provides an in-depth perspective on the characteristics of the research sample, which represents the diversity of the workforce in the relevant industrial sector.

The following presents detailed respondent profile data in table form.

Table 2. Respondent Profile

Respondent Profile	Information	Respondents	Percentage
Gender	Man	41	41%
	Woman	59	59%
Age	18 - 20 Years	17	17%
	20 - 25 Years	53	53%
	25 - 30 Years	24	24%
	30 - 45 Years	6	6%
Education	Final	63	63%
	D3	11	11%
	S1	26	26%
Work	Students	30	30%
	Private sector employee	50	50%
	Businessman	20	20%

Based on Table 2 above regarding the respondent profile, it shows that the majority of respondents were female, namely 59 people (59%), while 41 people were male (41%). In terms of age, the majority of respondents were in the 21–25 age range, namely 53 people (53%), followed by 17 people aged 18–20 years. people (17%), aged 26–30 years as many as 24 people (24%), and the rest aged 30–45 years as many as 6 people (6%). The respondents' highest education was dominated by vocational high school graduates as many as 63 people (63%), followed by bachelor's degree graduates as many as 26 people (26%), and diploma 3 graduates as many as 11 people (11%). Based on occupation, the majority of respondents were private employees as many as 50 people (50%), followed by students as many as 30 people (30%), and 20 entrepreneurs (20%). In this study, the analysis method used is the SPSS version 27 program. The tests conducted included Validity Test, Reliability Test, Classical Assumption Test (normality test, multicollinearity test, heteroscedasticity test, and linearity test), and multiple linear regression analysis. In addition, t-test (partial), F-test (simultaneous), and Coefficient of Determination (R<sup>2</sup>) to determine the influence of brand image, product quality, and price on the decision to purchase Converse shoes in West Cikarang.

Table 3 Outer Loading

Variables	Indicators	Outer Loading	Validity
Brand Image	BI.1.1	0.861	Valid
	BI.1.2	0.840	Valid
	BI.1.3	0.834	Valid
Product Quality	PK.1	0.879	Valid
	PK.2	0.900	Valid
	PK.3	0.882	Valid
	PK.4	0.894	Valid
	PK.5	0.894	Valid
Price	PR.1	0.889	Valid
	PR.2	0.865	Valid
	PR.3	0.893	Valid
	PR.4	0.851	Valid
	PR.5	0.848	Valid
Purchase Decision	PD.1	0.875	Valid
	PD.2	0.784	Valid
	PD.3	0.831	Valid
	PD.4	0.834	Valid
	PD.5	0.840	Valid

Source: SmartPLS 3.0 output, (2023)

Based on Table 4 above, it shows that the outer loading value of each indicator or statement used to measure the latent variables in this study has met the validity criteria. Outer loading is a value that indicates the correlation between an indicator and its latent variable. All statement items for each variable had an outer loading value above 0.70,

thus being declared valid. Therefore, these data indicate that the indicators used have met the validity criteria and are suitable for use in further analysis.

Table 4. Reliability Test

Variables	Cronbach's Alpha	Reliability Limits	Information
Brand Image (X1)	0.809	>0.70	Reliable
Product Quality (X2)	0.911	>0.70	Reliable
Price (X3)	0.910	>0.70	Reliable
Purchase Decision (Y)	0.887	>0.70	Reliable

Based on Table 5 above, the reliability test in this study was conducted using Cronbach's Alpha values. The test results show that all variables have Cronbach's Alpha values above 0.70, so that each construct declared reliable. The highest Cronbach's Alpha value was found in the Product Quality variable (X2) at 0.911, while the lowest value was found in the Brand Image variable (X1) at 0.809. These results indicate that all research instruments have a good level of internal consistency and are suitable for use in further analysis.

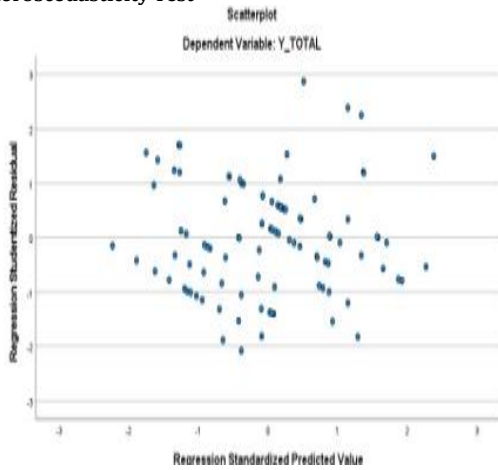
**Classical Assumption Test**

**Table 5 Normality Test**

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			100
Normal	Mean		.0000000
	Std. Deviation		1.0499830
Most Extreme Differences	Absolute		.055
	Positive		-.055
	Negative		-.059
Test Statistic			.055
Asymp. Sig. (2-tailed)			.200
Monte Carlo N: (2-tailed)			.843
Significance (95% Interval)	Confidence Bound	Lower	.830
		Upper	.855
<small>a. Test distribution is Normal.                      b. Calculated from data.                      c. Lilliefors Significance Correction.                      d. This is a lower bound of the true significance.                      e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.</small>			

Based on the calculation output presented in the table, it can be seen that the significant result is 0.200, where the result is significant > 0.05. Therefore, it can be said that the research data is normal.

**Heteroscedasticity Test**



Source: Data processed by SPSS 27, 2025

Based on the scatterplot graph displayed, it can be seen that the residual points are randomly distributed and do not form a specific pattern. The points are spread both above and below the zero line on the Y-axis, which is the zero residual line. This distribution pattern indicates that the variance of the residuals is constant across all predicted values, thus concluding that there are no symptoms of heteroscedasticity in the regression model used. Thus, the regression model meets the assumption of homoscedasticity and is suitable for further analysis.

**Table 6. Heteroscedasticity Test**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
	(Constant)	1.148	1.281		
X1_TOTAL	.048	.076	.064	.629	.531

Based on the results of the regression test shown in the table, the significance value (Sig.) for each variable X1 (Brand Image) has a significance value of 0.492, X2 (Product Quality) has a significance value of 0.731, X3 (Price) has a significance value of 0.783. All significance values are greater than 0.05 which indicates that no independent variable has a significant effect on the absolute residual value. Thus, it can be concluded that this regression model does not contain symptoms of heteroscedasticity, or in other words, the error variance in the model is constant (homoscedastic).

**Linearity Test**

**Table 7. Linearity Test of Y1 against X1**

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Y1* X1	Between Groups	83.077	7	11.868	2.123	.049
	Linearity	63.275	1	63.275	11.141	.001
	Deviation from Linearity	20.802	6	3.467	.620	.714
	Within Groups	514.233	92	5.589		
Total		597.310	99			

Source: Data processed by SPSS 27, 2025

**R<sup>2</sup> Determination Coefficient Test**

**Table 8. Results of the R<sup>2</sup> Determination Coefficient Test**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.610a	.372	.352	1.97717
(Constant), X3_TOTAL, X2_TOTAL, X1_TOTAL				

Based on the results of data processing and testing using SPSS Version 27, the following are the results of the discussion of each hypothesis in this study.

The results of this study indicate that based on the results of the T test of the Influence of Brand Image (X1) on Purchasing Decisions (Y1). The results of this study are in accordance with the results of previous research conducted by Ratih Widya Lestari (2020) in a study entitled "The Influence of Brand Image, Product Quality and Price on Converse Shoe Purchasing Decisions in Stiesia Students" The results of the hypothesis test show that the brand image variable, product quality, and price variables show a positive and significant influence on purchasing decisions. This study confirms the findings of Lestari (2020), with a different research object, namely consumers in West Cikarang. This shows that brand image is a consistent factor in influencing purchasing decisions, both among students and the general public. The Influence of Product Quality on Purchasing Decisions. This finding is consistent with Putri's (2022) research on athletic shoes and concluded that product quality is a dominant factor influencing purchasing decisions.

This study also strengthens the results of Andayani (2020) who emphasized product quality as the main determinant of consumer behavior. Based on the results of the T test of the Effect of Product Quality (X2) on Purchasing Decisions (Y1). The results of this study are in accordance with the results of previous research conducted by Anwar Virgano Fauzi (2023) in a study entitled "The Effect of Product Quality and Brand Image on Consumer Satisfaction Through Purchasing Decisions as an Intervening Variable" The results of this study indicate that product quality and brand image have a positive and significant effect on purchasing decisions.

This study strengthens the findings of Fauzi (2023), with the emphasis that product quality is the dominant variable in influencing the decision to purchase Converse shoes. This means that comfort, durability, and shoe design are the main considerations for consumers in determining their purchasing choices. Based on the results of the T-test on the Influence of Price (X3) on Purchasing Decisions (Y1)

The calculated t value is 2.995, greater than the t table of 1.985, and the significance value is 0.003 < 0.05., it can be concluded that Product Quality has a positive and significant partial effect on Purchasing Decisions (Y1). The results of this study are in accordance with the results of previous research conducted by Niken Aprilia (2021) in a study entitled "The Effect of Product Quality, Price, and Brand Image on Purchasing Decisions of Converse Shoes in Senayan City" The results of the study show that Product Quality (X1),

Price (X2), and Brand Image (X3), both simultaneously and partially have a positive and significant effect on Purchasing Decisions. This research supports Niken Aprilia's (2021) findings that price remains a significant factor influencing purchasing decisions. However, compared to product quality, the influence of price in this study was relatively smaller, so product quality remained the dominant variable.

### Conclusions and Recommendations

1. Brand Image (X1) has a positive and significant influence on Purchasing Decisions (Y). This shows that the stronger and more positive the Converse brand image is in the minds of consumers, the higher their tendency to purchase the product.
2. Product quality (X2) also has a positive and significant influence on purchasing decisions (Y). Consumers are more interested in buying Converse shoes because they perceive the product to be of high quality, both in terms of materials, comfort, and durability.
3. Price (X3) has a positive and significant effect on Purchasing Decisions (Y). A price that aligns with consumers' perceptions of product value can enhance purchasing decisions. Consumers perceive the price of Converse shoes as commensurate with the quality and brand image offered.
4. Simultaneously, Brand Image, Product Quality, and Price have a significant influence on the Purchase Decision of Converse shoes in West Cikarang. This means that these three variables together provide a strong contribution in encouraging consumers to make purchases. The coefficient of determination ( $R^2$ ) value of 0.344 indicates that 34.4% of the variation in purchasing decisions can be explained by the three independent variables (X1, X2, X3), while the remaining 65.6% is influenced by other factors not examined in this study.

Based on the research results and conclusions obtained, the researcher provides several suggestions as follows:

1. For Converse Companies/Brand Owners: It is recommended to continue to improve product innovation, both in terms of design and comfort, in order to keep up with the dynamic development of fashion trends, especially among young people.
2. In terms of product quality: The company must maintain quality standards, especially in the selection of materials and comfort of use, so that consumers remain loyal to Converse products.
3. Regarding Price: companies need to optimize more flexible pricing strategies, for example by creating price variations according to consumer segments, seasonal promotions, and product bundling strategies.
4. For further researchers: It is hoped that other variables such as promotions, lifestyle, or fashion trends can be added in analyzing the factors that influence purchasing decisions to obtain more comprehensive results.

### References

- Ainayah Niaga. (2024). The Influence of Brand Image and Price on Consumer Purchasing Decisions Ventela Shoes. *Journal of Management & Business*, 10(1). E-ISSN: 2407-5523, ISSN: 2407-3741.
- Andayani, H. (2020). The Influence of Brand Image, Price, and Product Quality on the Purchase Decision of Converse Brand Sneakers among Students at Kanjuruhan University, Malang. *Journal of Management Student Research*, 08(09).
- Ardiansyah, I. (2024). The Influence of Brand Image, Price, and Online Customer Reviews on Purchasing Decisions of Converse Shoes on Shopee (Case Study of Bhayangkara University Students, Faculty of Economics and Business 2020). *Journal of Digital Economics*, 02(08).
- Dekanawati, V., Astriawati, N., Setiyantara, Y., Subekti, J., & Kirana, AF (2023). Analysis of the Influence of Customs Training Service Quality on Training Participant Satisfaction. *Journal of Maritime Science and Technology*, 23(2), 159. <https://doi.org/10.33556/jstm.v23i2.344>.
- Faezal, A. (2022). The Influence of Product Quality and Brand Image on Laptop Purchasing Decisions Asus Brand. *Journal of Technology and Digital Business*, 02(02).
- Fauzi, AV (2023). The Influence of Product Quality and Brand Image on Consumer Satisfaction through Purchasing Decisions as an Intervening Variable. *Journal of Business Management and Innovation*, 08(01).ISSN: 2541-6243.
- Firmansyah. (2021). Influence of product quality, price, and promotion on purchase decision of Philips products. *LLDikti JournalE(cJoUnKoEmTy)*, 26–36. [https://doi.org/R12e.g4i5o6n77/juket.v11i1.xxxx1\(1\)](https://doi.org/R12e.g4i5o6n77/juket.v11i1.xxxx1(1)),
- Ghozali, I. (2018). *Multivariate Analysis Application with IBM SPSS 25 Program* (9th ed.). Publishing Agency Diponegoro University.
- Halim, R., & Hamzah, MI (2020). The influence of price and product quality on purchasing and promotion decisions as intervening variables in Apparel Vocabulary. *Indonesian Journal of Business Economics (JEBI)*, 15(1), 13-23. <https://doi.org/> (if available, or include journal URL if available)
- Hariyanti, N. T., Rudijanto, E. T. D. W. W., & Siswanto, E. (2023). Effect of perceived price and brand image on purchase decision through customer satisfaction: A study on Azarine buyers in Malang
- Harjadi, D., & Arraniri, I. (2021). *Experiential Marketing & Product Quality in Consumer Satisfaction*.
- Hilmy Pratama, G. (2023). The Influence of Product Quality, Price Perception, and Brand Image on Shoe Purchasing Decisions. *Journal of Management & Marketing Science*, 8(2)
- Ibrahim, MD, Rachma, N., & Primanto, AB (2024). The Influence of Price and Product Quality on Online Shop Purchase Decisions at Lazada among Students of the Faculty of Economics, Islamic University of Malang, Class of 2018. *E-JRM: Electronic Journal of Management Research*, 13(01), 1686–1691.
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing* (18th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th d.). Pearson.
- Lestari, RW (2020). The Influence of Brand Image, Product Quality, and Price on Converse Shoe Purchase Decisions among STIESIA Students. *Journal of Management Science and Research*, 09(07).E-ISSN: 2461-0593.
- Mansur, M. (2023). The Influence of Product Quality, Brand Image, and Price on Purchase Decisions for Imitation Products (A Case Study of Vans Shoe Consumers at the Faculty of Economics and Business, UNISMA). *Journal of Marketing and Business Strategy*, 12(01). ISSN: 2302-7061.
- Mudiar, W., & Hervianto, DR (2019). The Influence of Brand Image and Service Quality on Consumer Purchasing Decisions at Tokopedia Online Stores (A Study on Tokopedia Consumers in Jakarta). *Journal* November SymposiumN, 4a1ti5o-n4a2l3. <https://dSoci.ioerngti/f1ic0,.30998/simponi.v0i0.350>.
- Nurdiyanto, AD, Huda, S., &. (2020). Analysis of Factors Affecting Purchasing Decisions Consumers Online through Marketplaces. *Journal of Economics and Management*.
- Pratami, NLKD (2020). The Influence of Product Quality and Brand Image on Purchasing Decisions of Honda Scoopy Motorcycles at PT Mertha Buana Motor Singaraja. *Journal of Economics and Business*, 02(01). P-ISSN: 2685-5526.
- Rahmadani, I., & Gofur, A. (2023). The Influence of Product Quality and Brand Image on Coca-Cola Purchasing Decisions (Case Study on STIAMI Bekasi Campus Students Class of 2018). *JAMBIS: Journal of Business Administration*, 3(2), 192–204.
- Schiffman, L. G., & Kanuk, L. L. (1997). *Consumer Behaviour*. Prentice Hall.
- Sugiyono. (2018). *Quantitative, Qualitative, and R&D Research Methods*. Alfabeta.
- Sujarweni, W. (2020). *Business & Economics Research Methodology*. New Library Press.
- Susetyo, RRN, & Suwitho. (2021). The Influence of Product Attributes, Brand Image, and Price on Purchasing Decisions. *Journal of Management Science and Research*, 10(7), 1–19.
- Tjiptono, F. (2020). *Marketing Strategy* (5th ed.). Andy.