

***The Infuelce Of Price Bundling And Brand Image On Purchasing Decisions Of
Sport Shoes At Sport Station Lippo Plaza Jember***

Rifky Adi Nugroho

Study Program Of International Marketing Management

Majoring Of Business

ABSTRACK

The increasingly competitive development of the sports retail industry encourages companies to implement effective marketing strategies through the offering of price bundling and the establishment of a strong brand image in order to enhance consumer interest and purchasing decisions. This study aims to analyze the effect of price bundling and brand image on purchasing decisions of sports shoes among consumers at Sport Station Lippo Plaza Jember. This research employed a quantitative approach, with data collected through questionnaires distributed to 30 respondents who had previously made purchases at Sport Station Lippo Plaza Jember. The data analysis techniques included validity and reliability tests, classical assumption tests, multiple linear regression analysis, coefficient of determination, and hypothesis testing using the t-test and F-test with the assistance of SPSS version 25. The results indicate that price bundling has a positive and significant effect on purchasing decisions, with a t-value of 5.114 and a significance level of $0.000 < 0.05$. Brand image also has a positive and significant effect on purchasing decisions, with a t-value of 3.288 and a significance level of $0.003 < 0.05$. Simultaneously, price bundling and brand image have a positive and significant effect on purchasing decisions of sports shoes at Sport Station Lippo Plaza Jember. It can be concluded that the more appropriate the implementation of price bundling strategies and the stronger the brand image established, the higher the consumers' tendency to make purchasing decisions for sports shoes at Sport Station Lippo Plaza Jember.

Keywords : Price Bundling, Brand Image, Purchasing Decisions