

The Influence of Price, Product Quality and Brand Image on Purchasing Decisions for Converse Brand Shoes in Jember

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ABSTRACT

This study aims to analyze the influence of price, product quality, and brand image on purchasing decisions for Converse brand shoes in Jember Regency. This study uses a quantitative approach with a survey method by distributing questionnaires to 100 respondents who have purchased Converse brand shoes in Jember. The sampling technique uses purposive sampling. Data were analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, coefficient of determination (R^2) tests, F tests, and t tests with the help of the IBM SPSS program. The results of the study indicate that partially the price variable has a positive and significant effect on purchasing decisions with a significance value of $0.011 < 0.05$. The product quality variable has a positive but not significant effect on purchasing decisions with a significance value of $0.323 > 0.05$. Meanwhile, the brand image variable has a positive and significant effect on purchasing decisions with a significance value of $0.000 < 0.05$ and is the most dominant variable influencing purchasing decisions. Simultaneously, the variables of price, product quality, and brand image have a significant effect on purchasing decisions with a calculated F value of 69.385 and a significance value of $0.000 < 0.05$. The Adjusted R Square value of 0.675 indicates that 67.5% of the variation in purchasing decisions can be explained by the three independent variables, while the remaining 32.5% is influenced by other factors outside the research model. Based on the results of the study, it can be concluded that brand image is the most dominant factor in influencing purchasing decisions for Converse brand shoes in Jember, followed by price, while product quality has not provided a significant influence partially. The results of this study are expected to be a consideration for

companies in developing marketing strategies, especially through strengthening brand image and setting prices that are in accordance with market characteristics.

Keywords: Brand Image, Price, Purchasing Decision, Product Quality