

***The Impact of Visual branding, Promotion, and
Price on Converse Shoes Purchase
Decisions in Jember Regency***

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ABSTRACT

The decline in Converse's position on the Top Brand Index over the past three years (2024–2026) indicates a shift in consumer preferences and intensifying competition in the footwear industry. This study aims to analyze the effect of visual branding, promotion, and price on purchase decisions for Converse shoes in Jember Regency. An associative quantitative approach with a cross-sectional design was utilized. The research sample comprised 100 respondents selected through a purposive sampling technique, consisting of consumers in Jember Regency who have purchased and worn Converse shoes. Data were collected via Likert-scale questionnaires and analyzed using multiple linear regression via SPSS 25. The partial and simultaneous test results demonstrate that visual branding, promotion, and price have a positive and significant effect on purchase decisions. The Adjusted R^2 value of 0.467 indicates that these three variables explain 46.7% of the variance in purchase decisions, while the remaining portion is influenced by other factors. Strengthening visual identity, implementing effective promotions, and setting competitive prices are proven effective in enhancing consumer purchase decisions.

Keywords: Price, Promotion, Purchasing Decision, Visual branding.