

***THE INFLUENCE OF PRICE, PRODUCT QUALITY, AND BRAND IMAGE ON
PURCHASING DECISIONS OF ADIDAS PRODUCTS AT ROXY SQUARE, JEMBER
REGENCY.***

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ABSTRACT

This study was conducted as an epistemological endeavour to explore the causal relationships between price perceptions, manifestations of product quality, and brand image representations—both individually and collectively—in relation to the configuration of purchasing decisions regarding Adidas products amongst consumers at Roxy Square, Jember Regency. The results of the empirical analysis show that the price dimension, when examined in isolation, does not exhibit sufficient statistical significance in shaping purchasing decision preferences. Conversely, product quality and brand image demonstrate a positive and significant influence, meaning that both act as dominant determinants in shaping consumers' orientation towards product acquisition decisions. From a simultaneous perspective, the convergence of the variables of price, product quality and brand image was found to have a significant influence on purchasing decisions. This relationship is reinforced by a coefficient of determination (R^2) of 0.644, indicating that 64.4 per cent of the variation in purchasing decisions can be explained by the interaction of these three constructs, whilst the residual 35.6 per cent reflects the influence of other exogenous variables beyond the conceptual scope of this study.

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