



The Effect of Brand Image, Design, Price and Product Quality on the Purchase Decision of Aerostreet Shoes in Surakarta

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ABSTRACT

This study looks at how brand image, design, price, and product quality affect people's choice to buy Aerostreet shoes in Surakarta. The research uses a quantitative method with surveys. The sample included 100 people chosen through purposive sampling, which means they were consumers who had bought and used Aerostreet shoes. Questionnaires were used to collect data, and SPSS was used for multiple linear regression analysis. The results demonstrate that the choice to purchase Aerostreet shoes is significantly influenced by price, design, brand image, and product quality. On their own, price is the biggest factor influencing the purchase decision, followed by brand image, design, and product quality. Together, these four factors explain 54.7% of the variation in buying decisions, while the other 45.3% is due to factors not covered in the study. The study's results suggest that Aerostreet should work on improving its brand image, coming up with new designs, keeping the product quality consistent, and keeping prices competitive to encourage more people to buy their shoes

INTRODUCTION

The fashion industry in Indonesia is growing rapidly, particularly in footwear products. Aerostreet shoes, a local brand from Klaten, have successfully penetrated the national market by offering attractive designs, guaranteed quality, and affordable prices. However, competition with both local and global brands remains a challenge, making it essential to comprehend the elements that affect consumers' decisions to buy. Recent empirical studies highlight that brand image, product design, price perception, and product quality are significant determinants of purchasing decisions in the footwear industry, although their effects vary depending on the context and brand (Yanti & Suasana, 2024; Wijanarko et al., 2023). For instance, research on Nike and Specs shoes revealed that brand image and product quality have a strong positive influence on purchase decisions (Kursita Yanti & Suasana, 2024; Wijanarko et al., 2023), whereas studies on local brands such as Ventela found that product quality was not always a significant factor (Kalensun et al., 2023). Another study by Maghfiroh and Iriani (2021) also reported that perceived brand image did not significantly affect young consumers' purchase intentions for local shoe brands, suggesting that consumer preferences and perceptions differ across cities and market segments.

These variations indicate a research gap that needs further exploration, particularly regarding Aerostreet's market performance in Surakarta. In order to determine if (1) brand image, (2) design, (3) price, and (4) product quality have a major impact on decisions to buy Aerostreet shoes in Surakarta, this study will look at these factors..

LITERATURE REVIEW

1. **Brand Image:** Consumer perceptions of a brand formed through experience, association, and reputation (Kotler & Keller, 2016).
2. **Product Design:** The aesthetic, functional, and comfort aspects that determine a product's appeal (Suharno & Sutarso, 2018).
3. **Price:** The amount paid by consumers to obtain a product and their perception of the value offered (Kotler & Keller, 2016).
4. **Product Quality:** The ability of a product to meet consumer expectations in terms of durability, reliability, and suitability (Kotler & Keller, 2016).

Previous studies show that these variables have a significant influence, although the results vary depending on the context and object of the study.

Research hypotheses:

1. **H1:** The perception of a brand exerts a considerable influence on consumer choices.
2. **H2:** The aesthetic and functional attributes of a product substantially impact purchase inclinations.
3. **H3:** Monetary value plays a pivotal role in determining consumer acquisition behaviors.
4. **H4:** The caliber of a product demonstrably affects the propensity of consumers to buy.

METHODOLOGY

This study employs a quantitative approach, utilizing a survey methodology. The target population for this investigation comprises individuals who purchase Aerostreet footwear in Surakarta. A sample size of 100 participants was judiciously selected through purposive sampling techniques. A questionnaire that included a Likert scale with a range of 1 to 5 was the tool used for data collection.

To ascertain the robustness of the research instruments, rigorous validity and reliability analyses were performed. The subsequent data analysis encompassed a series of statistical procedures, including tests for classical assumptions, multiple linear regression, t-tests, F-tests, and the calculation of the coefficient of determination (R^2).

RESULT AND DISCUSSION

1. **Assessment of Validity and Reliability:** The internal consistency of all measured items was confirmed, as evidenced by Cronbach's Alpha values exceeding 0.7, indicating robust validity and reliability.
2. **Evaluation of Classical Assumptions:** The dataset satisfied the requisite classical assumptions, encompassing normality, multicollinearity, homoscedasticity, and the absence of autocorrelation.
3. **Analysis via Multiple Linear Regression:** A comprehensive multiple linear regression analysis revealed that each of the four predictor variables exerted a statistically significant influence on purchasing decisions ($p < 0.05$).
4. **Identification of Dominant Variable:** The analysis identified price as the paramount determinant of purchasing decisions. This suggests that consumers of Aerostreet products assign considerable weight to the perceived value derived from the price-quality ratio.
5. **Interpretation of Coefficient of Determination (R^2):** The model, comprising brand image, design, price, and product quality, accounted for 54.7% of the variance in consumer purchasing decisions.

These results are consonant with prior scholarly investigations (Mahfudi et al., 2023; Lipandi et al., 2024), which have likewise established the significant impact of price and product quality. Furthermore, this study underscores the critical roles of brand image and design as crucial elements for achieving competitive advantage.

CONCLUSION AND RECOMMENDATION

This study concludes that brand image, design, price, and product quality significantly influence the decision to purchase Aerostreet shoes in Surakarta. Price is the most dominant factor, followed by brand image, design, and product quality.

Implications: Aerostreet needs to maintain competitive prices, strengthen its brand image through consistent communication strategies, innovate in design, and maintain product quality to increase consumer loyalty.

Recommendations: Future research could add other variables such as promotions, customer reviews, or psychological factors that also influence purchasing decisions.

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