

The Effect of Price Perception and Product Quality on Shoe Purchasing Decisions: A Case Study of PT Yonshoes Products Consumers

*Perceived Price,
Product Quality
and Purchasing*

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ABSTRACT

This research was conducted with the aim of analyzing the influence of perceived price and quality of shoe products on purchasing decisions at PT Yonshoes. This research uses quantitative methods. The type of data used in this research is primary data. Primary data was obtained based on distributing questionnaires to 100 respondents. Data were analyzed using multiple linear regression analysis techniques.

Keywords: *Price perception, Product quality, Buying decision*

INTRODUCTION

The increasingly rapid development of the business world nowadays has resulted in increasingly tight market competition due to the large number of shoe products produced with various types and brands of the same shoe. With the increasing development of the business world nowadays, it also gives rise to many challenges that must be faced by business actors. The emergence of many challenges in today's business world will cause business activities to not always run smoothly, especially for business actors who cannot adapt to the current world of business competition. In today's business world, every business actor will be faced with various types of competition both in markets and products. Therefore, every business actor must be able to capture market share and attract as many potential buyers as possible. In order to capture market share and attract as many potential buyers as possible, business actors must be able to continue to develop their business, especially making improvements and improvements in the marketing sector.

With the increasingly high level of market competition nowadays, it requires business actors to be able to provide products that suit consumers' desires and needs. Not only the desires and needs of consumers in the present, but business actors must also be able to predict and provide various products that consumers want and need in the future. With the increasing needs of society, consumers will give rise to many new business actors whose aim is to fulfill consumers' desires and needs. Where every business actor will offer the advantages of the products being sold. Therefore, every business actor is required to be careful in observing the needs and desires of consumers in order to maintain the sustainability of their business. Every business actor is also required to be able to attract and achieve consumer satisfaction while maintaining consistency in the main goal, namely generating profits and increasing sales volume. To be able to realize this, effective marketing activities are needed.

One type of business that continues to emerge and looks quite promising is a type of business in the fashion sector, one of which is shoes. This type of shoe buying and selling business or what could be called a shoe shop can be said to be quite promising with the increasingly rapid development of fashion nowadays which often gives rise to various types and models of shoes. Especially shoes intended for teenagers and adults. Both casual shoes that can be used for daily activities and sports shoes. Therefore, this type of business has quite promising potential both now and in the future.

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LITERATURE REVIEW

Sub-heading

According to Kotler and Armstrong, et al. (2019), defines marketing as a social and managerial process, in which individuals or groups can obtain what they need and want through the creation and exchange of products and value with one another. According to Putri, et al. (2019), marketing management is an effort to plan, implement (which consists of organizing, directing, coordinating activities) and supervise or control marketing activities in an organization in order to achieve organizational goals efficiently and effectively, known as the management function.

According to Wijoyo, et al. (2020), marketing is one of the main activities that needs to be carried out by companies, whether goods or services companies, in an effort to maintain the viability of their business. Based on the opinions of the experts above, it can be concluded that marketing management is the process of planning, analyzing, implementing, and supervising or controlling marketing activities in a company to achieve targets and business continuity.

Citation style

1. The influence of product quality, price, and promotion on shoe purchasing decisions at sneaker stores (Tito Lesmana Darmawan dkk (2020);
2. The influence of the brand and quality of original second-hand shoes on young people's buying interest: (Rizky Nursina, dkk (2021);
3. The influence of analysis, labor on shoe production in sneakers: (Wahyu Efendi (2021);
4. The influence of price and promotion on purchasing decisions for Aerostreek brand shoes: (Yohanes Aji Prasetyo (2020);
5. The Influence of Brand Image on the Decision to Purchase Ventela Brand Shoes (Case Study of Yadika Jambi Vocational School Students) (Sri Nurhasanah (2021);

METHODS

The type of research that will be used in this research is causal associative. According to Sugiono (2019), associative research is research aimed at finding out the influence or relationship between two or more variables, so that a theory is built that functions to explain, predict and control a symptom. This research uses quantitative research methods, according to Sugiyono (2019) quantitative methods are research methods based on the philosophy of positivism, used to research certain populations or samples. According to Sugiyono (2019) independent variables are variables that influence or are the cause of the emergence of the dependent variable. The independent variables in this research are Price Perception (X1) and Product Quality (X2)

Data, Data Sources and Data Collection Techniques

Data is information collected to support research. The data collected will be reprocessed to answer the statements from the research. The data in this research is primary data. According to Sugiyono (2019) Primary data is a data source that directly provides data to data collectors. Data is collected by the researcher himself directly from the first source or place where the research object is carried out. The primary data in this research is a questionnaire filled out by respondents from those who have bought shoes at PT. Yonshoes.

The data source in this research is respondents who have bought shoes at PT. Yonshoes in the Sukamakmur Village area, Ciomas District, Bogor Regency. The data collection technique used in this research was a survey using questionnaire techniques. A questionnaire is a data collection technique that is carried out by giving a set of written statements to respondents for them to answer Sugiyono (2019). The survey was carried out by distributing questionnaires to PT shoe consumers. Yonshoes is located in Sukamakmur Ciomas Village, Bogor Regency. The scale used in this research is the Likert scale as a measurement of answers to the questionnaire.

RESULTS AND DISCUSSION

Table 1 The Result of Validity Test

Variable	Item	Corrected Item-Total Correlation	R tabel	Concluse
Perceived Price	P1	0,760	0,196	Valid
	P2	0,739	0,196	Valid
	P3	0,701	0,196	Valid
	P4	0,692	0,196	Valid
	P5	0,669	0,196	Valid
Product Quality	P1	0,682	0,186	Valid
	P2	0,633	0,186	Valid
	P3	0,686	0,186	Valid
	P4	0,674	0,186	Valid
Purchasing Decision	P1	0,472	0,196	Valid
	P2	0,582	0,196	Valid
	P3	0,621	0,196	Valid
	P4	0,481	0,196	Valid
	P5	0,304	0,196	Valid

Table 2 The Result of Reliability Test

No	Variabel	Nilai Cronsbach's Alpha	Decision
1	Perceived Price	0,877	Reliable
2	Product Quality	0,832	Reliable
3	Purchasing Decision	0,729	Reliable

Table 3 The Result of Classic Assumption Test

One-Sample Kolmogorov-Smirnov Test

N	100	
Normal Parameters ^a ,b	Mean	,000000
	Std. Deviation	1,47832815
Most Extreme Differences	Absolute	,070
	Positive	,052
	Negative	-,070
Test Statistic	,070	
Asymp. Sig. (2-tailed)	,200c,d	

Coefficients of Multicoliearity ^a

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	7,327	,861		8,506	,000
	Perceived Price	,375	,087	,506	4,309	,000
	Product Quality	,362	,113	,375	3,195	,002

a. Dependent Variable: Res_Purchasing Decision

Autocorrelation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,858a	,736	,730	1,493	1,927

a. Predictors: (Constant), Product Quality, Perceied Price

b. Dependent Variable: Purchasing Decision

Based on the table above, it can be concluded that statements one to 5 of the Corrected Item-Total Correlation or $r_{count} > r_{table}$. So that all statements in the Price Perception variable are valid. Based on the table above, it can be concluded that statements one to 4 of the Corrected Item-Total Correlation or $r_{count} > r_{table}$. So that all statements in the Product Quality variable are valid. Based on the table above, it can be concluded that statements one to 5 of the Corrected Item-Total Correlation or $r_{count} > r_{table}$. So that all statements in the Purchase Decision variable are valid.

Based on the data shown in the table above, it can be seen that Cronsbach's alpha for the four variables tested is greater than 0.60. So, all variable statements of price perception, product quality, purchasing decisions and PT. Yonshoes is in reliable condition. Based on the results of the normality test with One-Sample Kolmogorov-

Smirnov, the Asymp value was obtained. Sig. (2-tailed) 0.200. Data is said to be normally distributed if the significance value is > 0.05 . The significance value obtained is $0.200 > 0.05$ so it can be concluded that the data above is normally distributed data.

Based on the table above, it can be seen that the tolerance value for the Price Perception and Product Quality variables is 3.195. The Sig value of perceived price and product quality is 002. It can be concluded that the tolerance value for each variable is > 0.1 and the Sig value for each factor is < 10 . So that each research variable does not show multicollinearity. Based on the results above, the Durbin Watson value obtained is 1.927. The next step is to look at the Durbin Watson table with a sample or n of 100 and the number of independent variables or k 2. From the table above it can be seen that the dU value = 1.596, the DW value = 1.927, while the value is 4 -DU 2.4404 so it can be stated that if $du < d < (4 - du)$, ($1.596 < 1.927 < 2.4404$) which means that no positive or negative correlation was found.

From the image above, it can be seen that the dots are spread randomly both below and above the number 0 on the Y axis. Apart from that, the dots do not form a particular pattern. So it can be concluded that heteroscedasticity does not occur in the regression model and the model is suitable for use in this research.

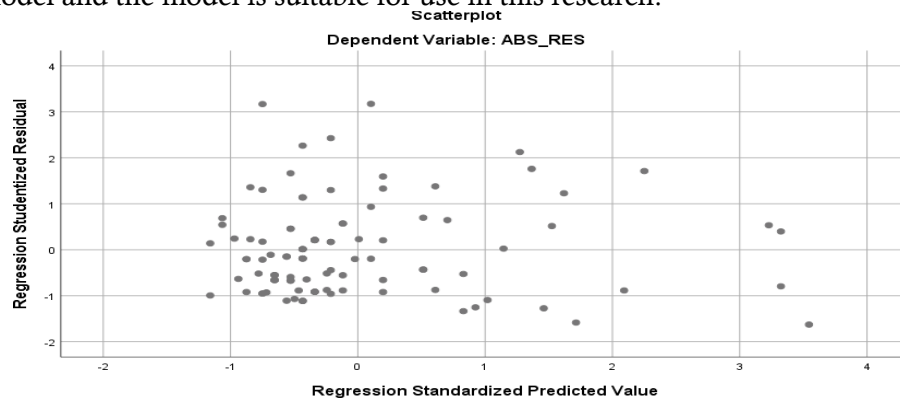


Figure 1 The Result of Heteroscedasticity Test

Multiple Linear Regression Analysis Result

Model	Unstandardized Coefficients		Standardized Coeff.	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,327	,861		8,506	,000
Perceived Price	,375	,087	,506	4,309	,000
Product Quality	,362	,113	,375	3,195	,002

b. Dependent Variable: Purchasing Decision

Determination Analysis Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,858a	,736	,730	1,493

a. Predictors: (Constant), Kualitas Produk, Presepsi Harga

t-Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,327	,861		8,506	,000
Perceived Price	,375	,087	,506	4,309	,000
Product Quality	,362	,113	,375	3,195	,002

a. Dependent Variable: Purchasing Decision

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	601,640	2	300,820	134,866	,000b
	Residual	216,360	97	2,231		
	Total	818,000	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Kualitas Produk, Presepsi Harga

Based on the table above, it can be seen that the tolerance value for the Price Perception and Product Quality variables is 3.195. The Sig value of perceived price and product quality is 0.002. It can be concluded that the tolerance value for each variable is > 0.1 and the Sig value for each factor is < 0.10 . So that each research variable does not show multicollinearity.

The R square figure obtained was 0.736 and the Adjusted R Square value was 0.730. This shows that around 73.6% of the purchasing decision variables in this research can be explained by the price and product quality perception variables, in other words, the influence of the independent variable on the dependent variable is 73.6%, while the remainder is 26.4% is explained by influencing variables outside the research.

Based on the table above, it can be seen that the tolerance value for the Price Perception and Product Quality variables is 3.195. The Sig value of perceived price and product quality is 0.002. It can be concluded that the tolerance value for each variable is > 0.1 and the Sig value for each factor is < 0.10 . So that each research variable does not show multicollinearity.

Based on the results of the table above, it shows that the calculated F value is 134.866 and the significance level is $0.000 < 0.05$. The α (alpha) value used is 5%. Thus it can be concluded that Price Perception and Product Quality simultaneously have a significant influence on Purchasing Decisions.

CONCLUSION

Based on the research results that have been discussed regarding the Influence of Price and Product Quality Perceptions on Purchasing Decisions at PT. Yonshoes, it can be concluded as follows: Based on respondents' perceptions regarding Price Perception (X1), Product Quality (X2), Purchasing Decisions (Y) at PT. Yonshoes is a fallow shoe company In Ciomas District, Bogor Regency as a whole, on average, they gave positive responses or chose to agree and strongly agree with the statements given. With this, the respondent's perception of Price Perception (X1), Product Quality (X2), and Purchase Decision (Y) can be said to be good.

Price Perception partially and significantly influences Purchasing Decisions. Product quality has a partial and significant effect on purchasing decisions. PT. Yonshoes can strengthen the influence of Price Perception on Purchasing Decisions. PT. Yonshoes can strengthen the influence of product quality on purchasing decisions.

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