



The influence of price, brand image and promotion on the decision to purchase Ventela shoes

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ABSTRACT

The effect of Price, Brand Image and Promotion on the Purchase Decision of Ventela Shoes. The formulation of the problem in this study is the influence of price, brand image and promotion on the decision to purchase Ventela shoes. This type of research uses a quantitative type. The number of samples is 110 students who study at Pelita Bangsa University. The data used in this study are primary and secondary data, namely the distribution of questionnaires and through Google forms to Pelita Bangsa University students. The research uses the Lisrel data processing application version 8.8. The results of this study are: (1) Price has no effect on Purchasing Decisions, (2) Brand Image has no effect on Purchase Decisions, (3) Promotion has an effect on Purchase Decisions.

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1. INTRODUCTION

There are many businesses that make a person's mainstay to be owned as fulfilling the full daily needs of the family or just doing it on the side because they already have a steady job. Nowadays, many people are involved in business activities, from buying and selling goods and services to make a profit from a business that is being carried out. The function of a product may change as a result of the times. One such example is Shoes, no longer just being used to protect the feet, they are increasingly being used to enhance one's public image. Someone only needs a pair of shoes to protect their feet. However, due to a shift in the function of shoes which also make their appearance more attractive, it is not enough to just have a pair of shoes. Every shoe manufacturer in the world finds that the market is becoming more and more attractive. The high demand for shoes is no doubt influenced by the transformation of shoes from just protective footwear to a fashion accessory. In addition, a number of Indonesian shoe manufacturers find this market very profitable, driving the expansion of shoe manufacturing in Indonesia.

The government has good reasons to believe that the shoe industry produces not only footwear, but also local brands that are able to compete with global shoe brands. One industry that is growing a lot is the shoe industry. Not only are their products getting better, local brands are also brave enough to compete for customers in the country. Shoes can be easily found in the Indonesian market, which includes mall

centers, and roadside shops selling a variety of brands, including national and international brands. We see many international brands, including Adidas, Converse and Vans, entering the Indonesian market. These products have quite high prices because these international brands certainly have a good brand image in the world, of course accompanied by good promotion carried out by advertising with artists or someone who has a big influence on products in the media or major international events. Shoes from this brand are very popular among young Indonesians. However, local footwear products have recently emerged as a trend in Indonesian culture and certainly have quite affordable prices especially among young people. No less good brand image and promotion for local brands are currently being used in Indonesia. Therefore, local shoe products that are becoming a trend, researchers want to know what are the factors in a person's purchasing decision for local shoes, one of which is the Ventela brand, from product prices, product brand image and promotions carried out by these products which will later become knowledge of how to market products.

Companies that have realized the meaning and importance of a good marketing manager are therefore very concerned about the right marketing manager. For maximum sales, marketing activities such as product development, pricing, distribution and promotion must be properly integrated and optimized. Promotion of an organization or institution is an activity or series of activities that is planned, integrated and comprehensive. so as to create value-added products, set prices, communicate, deliver, and exchange offerings that are valuable to customers, partners, and the general public to meet market demands. The process of introducing a product or service to potential customers is synonymous with marketing. Marketing includes sales, advertising, public relations, and promotion. Creating a sales strategy is the main goal of marketing in business. Marketing executives must be able to see many aspects of advertising in a company or business, including predicting product lifespan.

Price is the value of an item in rupiah. In this case, it is the cost of goods that determines the selling price. Cost of goods is how much money was spent to get or make these goods. The amount of money, monetary units, or other (non-monetary) aspect units that contain certain uses needed to obtain a service can be interpreted as the 2008 Tjiptono price (in Kezia 2020). Companies set prices for a variety of reasons, but it's a good idea to adjust prices to reflect value, benefits, and discounts. In addition, pricing is important because price is the amount of money (and, if possible, several products) required to obtain various combinations of products and services. According to Kotler and Keller (2018: 67) (in Khafidatul Ilmiyah 2020), Price is a component of the marketing mix that generates income. Exchange rates cannot be used to compare prices for services or money for specific locations and times. Conversely, price, as defined by Malau (2017: 147) (in Khafidatul Ilmiyah 2020), is a measure or monetary unit of a product or service in exchange for owning or using the product or service. Definition of price according to (Indrasari, 2020) that the price is the amount of money with the possibility of adding some goods needed to obtain some combination of a product and accompanying service.

Another factor that can influence purchasing decisions is brand image. The company has a strategy in offering its products. According to Kotler and Keller (2008: 346) in (Miati 2020), consumers' perceptions and beliefs about a brand are reflected in the associations stored in their memories. Meanwhile, according to Kotler and Keller (2012: 274) in Rosa, Brand Image is the way of society perceive the brand actually. Or the public's perception of the company or the product. Image is influenced by many factors beyond the company's control. This association not only exists, but also has power. Brand image is the consumer's assessment of the brand in a market. This creation can be created based on personal experience or hearing about their reputation from other people or the media (Sangadji and Sopiah, 2013) in Sakti Riana 2020

The next factor that can influence the purchase decision is promotion. According to Kotler & Armstrong 2009 (in Rini 2019), promotion is an activity that conveys the

benefits of a product to customers and convinces them to buy it. According to Lupiyoadi 2013 (in Rini 2019), promotion is one part of the marketing mix that companies must use to market their services and products. According to Martin L. Bell 1990 (in Riyanto 2019), promotion is any type of marketing activity that aims to increase demand. Promoting a company and its products is the most important component of a marketing strategy. If the brand image of the product is getting more popular in the market, then this will happen positive perception and consumer confidence in the products offered by the company so as to form a good image in the eyes of consumers (Nurhayati, 2017) in Ayu Alfiah 2023. Tjiptono (2010: 219) in Vania 2019, describes promotion as a marketing activity that seeks disseminate information, influence, persuade or remind the target market of the company and its products so that they are willing to accept, buy and be loyal to the products offered by the company concerned.

According to Arianty, 2016 (in Nel Arianty 2021) "purchasing decisions are actions taken to overcome problems that occur and must be faced or are steps taken to be able to achieve goals as quickly as possible with the most efficient costs possible". (kotler, 2005) in Carmelia states that "Purchasing decisions are a problem-solving process that includes starting from assessing needs and wants, searching for data, evaluating sources of sorting out purchase options, making purchasing decisions, and behavior after purchase." The purchase decision is a step consumers use to decide a purchase of goods or services that are based on the value of their needs (Ajeng et al., 2017) in Salomo 2022.

2. RESEARCH METHOD

This type of research is quantitative, according to Sugiyono (2018: 8) quantitative research is: "The research method is based on the philosophy of positivism, used to research certain populations or samples, collect data using research instruments, data analysis is quantitative or statistical, with aims to test the hypothesis that has been set ". Quantitative research is used to research certain population or sample where research takes samples from a population. Then the research will be carried out on the Pelita Bangsa University campus with a population of Pelita Bangsa University students and the sample to be taken is 110 respondents. The data processing will be carried out using the Lisrel 8.80 data processing application with the data collection method using a questionnaire distributed to respondents using the Google form application with a Likert scale of 1-5. In this study there are 4 (four) variables consisting of 3 (three) independent variables and 1 (one) dependent variable. The first independent variable is Price which is symbolized by (X1). The second independent variable is Brand Image which is symbolized by (X2). The third independent variable is the symbolized promotion (X3). While one dependent variable is the Purchase Decision which is symbolized by (Y).

The model used in this study is a model of influence and causality. To test the hypothesis in this study, the analytical technique used is Structural Equation Modeling (SEM). Where in this model allows a researcher to answer dimensional questions by measuring what are the indicators of a concept and measuring the influence or degree of relationship between factors whose dimensions have been identified. Several analysis steps were carried out using the Lisrel application,

Step 1: Formulating the Model, namely confirming the formulation of the Research Hypothesis structure through the use of SEM analysis that has been formulated based on certain studies or previous research.

Step 2: Make a Path Diagram by drawing or compiling a complete diagram which is called in Lisrel is the Basic Model.

Step 3: Formulate Structural Equation Measurements after the Path Diagram has been successfully created, the next step is to convert the Path Diagram into an equation form, namely measurement of exogenous latent variables, measurement equations for endogenous latent variables and structural equations.

Step 4 : Select Input Data and Model Estimation. After measuring the equation, the next step is to estimate the SEM statistics with the input data used in the form of a Covariance matrix which will always be expressed in standardized units whose value is - 1.00 and +1.00. After the input data has been selected, the next step is to estimate the model according to selecting the computer program to be used.

Step 5 : Model Identification, namely by knowing whether the model used can produce a unique estimate or not, and the conditions are that the model is just identified and over identified. A model can be said to be just identified if the model has degrees of freedom equal to zero, and is said to be over identified if the degrees of freedom are greater than zero.

Step 6: Model Suitability Test based on the Simultaneous test that will be carried out and partial testing, namely the T test. Through the test results with a statistical path diagram (PTH) with the designation t-value, results will be displayed with a test error rate of 0.05. And for test results that are not significant, they will be marked with red lines and numbers. After that, a model suitability test was carried out with the Goodness of Fit Test (GOF) analysis which consisted of three provisions, namely absolute, comparative and parsimony. Then the final step will be carried out, namely

Step 7: Model Interpretation and Modification, namely making statistical explanations and research conclusions that have been carried out using the Lisrel application. Its purpose is to answer research problems and identify research results that have been obtained.

3. RESULTS AND DISCUSSIONS

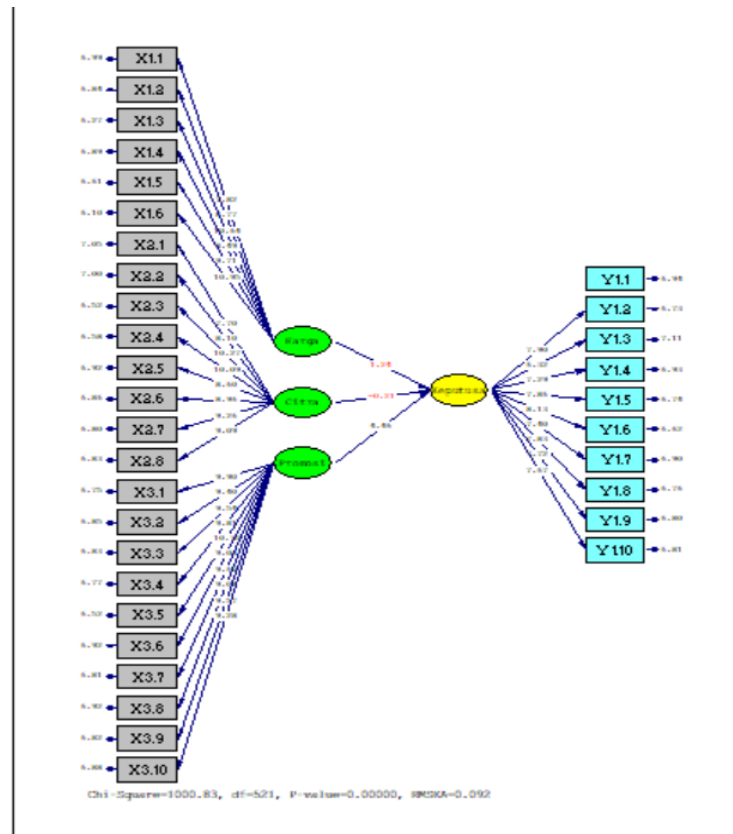


Figure 1. Full Hybrid SEM Model
Source: Processed Data Results Lisrel 8.80, 2023

According to the results of the data processing above, there are eight conformity measures obtained that have a good fit measurement model fit index, namely GFI, RMSEA, NNFI, NFI, RFI IFI, and CFI. And Marginal fit is AGFI. And the results of data processing also show that all indicators of the formation of exogenous latent variables from the four variables, all have good validity because all indicators have a Standardized Loading Factor (SLF) ≥ 0.5 or a *t*count value ≥ 1.96 (Hair, et.al. , 2010). Seen in figure 1, there are 2 lines that are colored red and 1 line that is colored black, and are summarized in table 2 below:

Table 1. Significance between Variables

NO	Structural Track	Path Coefficient	<i>t</i> value	<i>t</i> criteria	Test Results
1	Price \square Buying Decision	0,39	1,30	1.96	Not Significant
2	Brand Image \square Buying Decision	-0,10	0,31	1.96	Not Significant
3	Promotion \square Buying Decision	0,67	4,58	1.96	Significant

Source: Processed Data Results Lisrel 8.80, 2023

From the results of data processing that has been carried out using the Lisrel 8.80 data processing application, there are 2 structural paths that are not significant and 1 path that is significant, among them are;

The results of data analysis using statistical tests prove that the magnitude of the path coefficient of the price variable on purchasing decisions is 0.39 with a *t*count of $1.30 > 1.96$, so it can be said to be insignificant. The magnitude of the path coefficient indicates that the magnitude of the contribution of the effect of price on purchasing decisions is $(0.39)^2 = 15.21\%$.

The results of data analysis using statistical tests proved that the path coefficient of the Brand Image variable on Purchasing Decisions showed that the path coefficient of the Brand Image variable on Purchase Decisions was -0.10 with a *t*count value of $0.31 > 1.96$, so it can be said that it is not significant. The magnitude of the path coefficient indicates that the magnitude of the influence of brand image on purchasing decisions is $(0.10)^2 = 1\%$.

The results of data analysis using statistical tests proved that the magnitude of the path coefficient of the Promotion variable on Purchasing Decisions was shown to exaggerate the path coefficient of the Promotion variable on Purchase Decisions by 0.67 with a *t*count value of $4.58 > 1.96$, so it can be said to be significant. The magnitude of the path coefficient indicates that the magnitude of the influence of promotion on purchasing decisions is $(0.67)^2 = 44.89\%$.

4. CONCLUSION

The results of the partial or individual research variable Price (X1) have no positive and significant effect on the Ventela Shoe Purchase Decision. The results of the research partially or individually with the Brand Image variable (X2) have no positive and significant effect on the Ventela Shoe Purchase Decision. The results of the research partially or individually the promotion variable (X3) has a positive and significant effect on the decision to purchase Ventela shoes. Suggestions for future researchers might consider adding variables or looking for other variables that will get new research which can later influence the purchasing decision on Ventela shoes. Limitations of the study, namely, respondents who sometimes did not fill out the questionnaires that had been distributed thereby slowing down the course of the research process and the research variables used were only a portion of the many factors that existed in other studies.

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