

THE INFLUENCE OF BRAND IMAGE, PRODUCT QUALITY, AND DIGITAL MARKETING ON AEROSTREET SHOE PURCHASING DECISIONS IN BATAM CITY

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Abstrak

Manusia memiliki tiga kebutuhan primer (pangan, sandang, dan papan). Seiring berkembangnya zaman ketiga kebutuhan primer tersebut memiliki pemekaran lagi. Begitu juga dengan sandang/pakaian, orang tidak hanya membutuhkannya sebagai pelindung tubuh tetapi juga punya tujuan lain, salah satunya sebagai *fashion*. Sepatu merupakan salah satu fashion yang sangat diperhatikan saat ini, memiliki banyak macam sesuai fungsinya dan banyak digemari orang membuat banyak perusahaan diseluruh dunia berlomba-lomba untuk menghasilkan sepatu yang terbaik versi mereka untuk menarik minat pelanggan. Dalam penelitian ini akan dilakukan penelitian dengan tujuan mencari tahu pengaruh Citra Merek, Kualitas Produk dan Digital Marketing terhadap keputusan pembelian sepatu Aerostreet di Kota Batam. Jumlah sampel yang akan digunakan sebanyak 204 orang yang telah membeli sepatu Aerostreet yang bertempat tinggal di Kota Batam. Pengumpulan data diambil melalui pengisian kuesioner terhadap responden yang telah dijadikan sampel. Temuan dalam penelitian ini menyatakan terdapat hubungan positif secara terpisah antara citra merek, kualitas produk, dan digital marketing terhadap keputusan pembelian. Didapatkan juga kesimpulan bahwa ketiga variabel tersebut memiliki hubungan secara keseluruhan berbentuk positif terhadap keputusan pembelian.

Kata Kunci : *Citra Merek, Kualitas Produk, Digital Marketing, Keputusan Pembelian*

Abstract

Humans have three primary needs (food, clothing and shelter). As the times evolve, these three primary needs have expanded. Likewise with clothing, people not only need it as body protection but also have other purposes, one of which is fashion. Shoes are one of the fashion that is very concerned at this time, have many kinds according to their functions and are favored by many people, making many companies around the world competing to produce the best version of their shoes to attract customers. In this study, research will be conducted with the aim of finding out the effect of Brand Image, Product Quality and Digital Marketing on purchasing decisions for Aerostreet shoes in Batam City. The number of samples to be used is 204 people who have bought Aerostreet shoes who live in Batam City. Data collection was taken through filling out a questionnaire to respondents who had been sampled. The findings in this study state that there is a separate positive relationship between brand image, product quality, and digital marketing on purchasing decisions. It is also concluded that the three variables have an overall positive relationship to purchasing decisions.

Keyword: *Brand Image, Product Quality, Digital Marketing, Purchase Decision*

INTRODUCTION

Basically, humans only need clothes to protect themselves. With the passage of time, clothing has progressed in its function as cultural identity, social, adjustment to circumstances, and also as fashion. Dress style includes various indicators that convey different messages and cultural references that will be communicated and understood as sign terms. In the world of fashion, the way one follows the current trends in dressing reveals one's idealism and personality, which makes fashion one of the lifestyles. (Kadek & Diantari, 2021). One of the most fashionable pieces of clothing today is shoes. Just like other clothes, shoes also have many types and kinds. Wearing shoes has become a necessity for formal events whether it is at work, in the field of study, for sports, and others. And in fashion trends the number of shoe models, many kinds and brands produced year after year is increasing. (Sari et al., 2021). In realizing the increasing demand for shoes every year, many companies are competing to produce the best quality shoes in order to be the best.

Table 1 Factors Influencing Purchasing Decisions

No	Factor	Point
1	Comfort	81,7
2	Design and Price	68,4
3	Price Match	63,9
4	Durability	57,1
5	Brand Reputation	38,1
6	Promo/Discount	37,1
7	Limited Output	12
8	Other Considerations	1,5

Resource : katadata.co.id

According to a survey conducted by katadata.co.id in 2023. There are various factors that consumers in Indonesia examine in choosing shoes. The most considered factor is comfort, followed by design and color, then price match, durability, brand reputation, promo/discount, limited release and other considerations. Aerostreet is one of the local shoe manufacturers in Indonesia that was established in 2015. Having been established for almost 8 years makes Aerostreet widely recognized by the Indonesian people. As one of the brands that produces shoes, of course Aerostreet must pay attention to factors that are considered by consumers in purchasing shoes considering the number of companies that produce shoes both from within and outside the country. One of these factors is brand image.

Table 2 Top Brand Casual Shoe

Name of Brand	2022	2023
Bata	14,20%	11,60%
Carvil	11,40%	9,10%
Ardiles	7,00%	8,30%
Nike	4,70%	8,30%
Fladeo	4,90%	8,00%

Resource : Topbrandaward.co.id

Referring to the table about the top brands of casual shoes released by Topbrandaward.com, the brand image of Aerostreet shoes has not managed to occupy the top 5 casual shoes. This proves that the number of sales of Aerostreet casual shoes in Indonesia has not dominated the sales of casual shoes. Given that casual shoe products are one of the products produced by Aerostreet. Aerostreet needs to conduct an assessment so that the casual shoes they produce can be included in the category. Apart from brand image, product quality also needs to be considered by a company in producing an item. Consumers want shoes with high quality, fashionable and unfashionable designs that make them proud to use them (Hamsah & Mahargiono, 2022). Aerostreet needs to pay attention to the overall quality of the shoe products they produce so as not to disappoint customers. Because there are still some customers who are disappointed with the results of the quality of their shoe products on several social media. Example username j*** who bought Aerostreet Jhosse Basic Low All Black product in July 2023 on e-commerce Tokopedia wrote a review "The quality of the shoes is not bad, the tidiness of the shoes is lacking, the service is not friendly, finally too selling hastags" the review states that the quality of the Aerostreet shoe products he got was not what he expected. Another comment from a consumer with the username z*****c who bought Aerostreet *Massive Low Hitam Natural* on August 2022 on the shopee platform leaving a review "Really bad, I swear the canvas, where the color of the item fades into the shoelaces". One hundred percent perfection of a product can be said to be not easy. But paying more attention to customer satisfaction can certainly be done by a company to increase purchasing decisions in the end.

Doing digital marketing in the age of technology feels like a necessity to get a wider target market. Digital marketing also makes it easier for potential customers to find the products they are looking for (Masyithoh & Novitaningtyas, 2021). Shoe brands that are included in the top five casual shoe brands also do digital marketing in their marketing.

Table 3 Aerostreet Digital Marketing Comparison with Competitors

	Aerostreet Shoe	Bata	Carvil
Instagram	261 k	175 k	58 k
	174 posts	2.059 posts	720 posts
Facebook	3,2 k	9 m	279 k
Shopee	1,9 m	698,4 k	195,8 k
Tiktok	1,7 m	401,7 k	266 k
Iklan Televisi	Yes	None	None

Resources : Instagram, Facebook, Shopee, Tiktok

Compared to competitors, Aerostreet seems to be far behind on the Facebook platform. Although there are many other platforms that can be used in digital marketing. Facebook is still an effective marketing medium because it is the social media with the most users in the world including Indonesia. What competitors do but Aerostreet does not is marketing through television commercials. In Indonesia itself, although it has begun to be abandoned, marketing through television is still taken into account. This can be proven by the top competitors of casual shoes who use this in their marketing media. Based on this exposure, this study was conducted to find the relationship between brand image, product quality, and digital marketing on purchasing decisions for Aerostreet shoes in Batam City.

Brand Image

Brand image is the customer's memory arising from a product or service brand that is utilized and built according to the advantages of the product explicitly or implicitly which is imprinted in beliefs and also special memories of a product (Meutia et.al., 2021). Brand image is useful for companies as a differentiator for products produced by competitors, a reference for improving the quality of products/services with the aim of providing customer satisfaction, a source of competitive advantage, and as a return on future financial resources (Nailufar, 2021).

Product Quality

Product quality is the main attribute that marks a product which involves several aspects such as durability, accuracy and excellence in meeting demand and meeting consumer needs (Purwadinata, S., Batilmurik, 2020). The fulfillment of product quality is a sign that the products produced by a company are produced properly to meet customer expectations. Indicators that can be used in measuring product quality include product variety, product durability, suitability of specifications by consumers, how attractive product packaging is, comparison of product quality with competitors (Oktavianity W & Susanti D N, 2020).

Digital marketing

Digital marketing is a marketing effort that utilizes various types of digital media to attract the attention of potential customers on a wide scale, with the aim of promoting products or services offered by a company (Eri Friyani, 2023). The advantages of using digital marketing are that it provides easier arrangements for market share, more affordable costs for promotion, has a wide area coverage and there is flexible time in management.

Purchase Decision

Purchasing decisions are all actions taken intentionally by consumers, based on their desires when consciously choosing one of the available options (Karim, 2019). Consumers who are faced with making a purchase will conduct an assessment and decide to take action to buy or not buy (Nurfauzi et al., 2023). These consumers experience five phases before finally making a final purchase decision in the form of consumers realizing their needs, extracting information, considering several alternatives, making a purchase decision and the impression experienced by consumers after making the purchase (Aghitsni & Busyra, 2022).

RESEARCH METHOD

Replication type research is the nature used in this study. Using previous research as a reference and then developed using different objects. Sampling is taken from an unknown population of consumers in Batam City who have purchased Aerostreet casual shoes. With a total of 204 respondents based on the calculation results using the Jacob Cohen formula. Data collection is done through google form with distribution to respondents using social media. The data is processed using the SPSS application to obtain the necessary tests.

RESULT and DISCUSSION

Validity Test

A research data is said to be valid when r count when compared to r table has a greater value. The results of the validation test in this study are listed in the following table.

Table 4 Validity Test

Variable	r Count	r Table	Validity
Brand Image			
Statement 1	0,324	0,1374	VALID
Statement 2	0,431		
Pernyataan 3	0,450		
Pernyataan 4	0,440		
Pernyataan 5	0,251		
Pernyataan 6	0,583		
Product Quality			
Statement 1	0,498	0,1374	VALID
Statement 2	0,453		
Statement 3	0,424		
Statement 4	0,572		
Statement 5	0,492		
Digital Marketing			
Statement 1	0,526	0,1374	VALID
Statement 2	0,404		
Statement 3	0,409		
Statement 4	0,518		
Statement 5	0,515		
Statement 6	0,535		
Purchase Decision			
Statement 1	0,434	0,1374	VALID
Statement.2	0,472		
Statement 3	0,451		
Statement 4	0,499		
Statement 5	0,482		
Statement 6	0,503		
Statement.7	0,475		
Statement.8	0,537		

Resource : SPSS data processing

The result of the r table which is the benchmark in the research data this time is worth 0.1374 according to the number of respondents of 204 people. Referring to the table listed that each statement on each variable has a value of r count above r table (> 0.1374). So it can be concluded that the data on each statement is said to be valid.

Reliability Test

The reliability test is carried out to measure a particular instrument from an error (Hardani, S.Pd. et al., 2020). The way to measure to get is to compare the results of Cronbach's alpha. It is called reliable when the results obtained exceed the results of 0.60. The following table shows the results of the reliability test in this study.

Table 5 Reliability Test

Variable	Cronbach's Alpha	Reliability
Brand Image	0,658	<i>Reliable</i>
Quality Product	0,649	
Digital Marketing	0,669	
Purchase Decision	0,692	

Resource : SPSS data processing

All variables in this study, both dependent and independent, have Cronbach's alpha results greater than 0.60. Then the data in this study can be said to be reliable.

Multiple Linear Regression Analysis

Multiple linear analysis is carried out to see the relationship between the dependent variable and more than one independent variable.

The following table shows the multiple linear regression analysis in this study.

Table 6 Multiple Linear Regression Analysis

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error			
(Constant)	6,471	1,746		3,706	<0,001
Brand Image	0,417	0,084	0,309	4,932	<0,001
Quality Product	0,210	0,088	0,148	2,387	0,018
Digital Marketing	0,503	0,079	0,404	6,377	<0,001
<i>Dependent Variable : Purchase Decision</i>					

Resource : SPSS data processing

Conclusions that can be drawn:

1. $Y = 6.471 + 0.417 X_1 + 0.210 X_2 + 0.503 X_3 + e$
2. The constant value of 6.471 states that if the brand image, product quality, and digital marketing are 0, the value of purchasing decisions is 6.471.
3. The brand image coefficient value of 0.417 is a positive result, stating that if there is an increase of 1 time in brand image, it will have an effect on increasing the value of purchasing decisions worth 0.417.
4. The coefficient value of product quality is 0.210 positive results, stating that if there is a 1-time increase in product quality, it will have an effect on increasing the value of purchasing decisions worth 0.210
5. The digital marketing coefficient value is 0.503 positive results, stating that if there is a 1-time increase in digital marketing, it will have an effect on increasing the value of purchasing decisions worth 0.503.

Coefficient of Determination Analysis

The coefficient of determination analysis is carried out to determine how influential the independent variable as a whole is on the dependent variable.

The following table shows the coefficient of determination analysis in this study.

Table 7 Coefficient of Determination Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0,741	0,551	0,554	1,985
Predictors : (constant), Brand Image, Quality Product, Digital Marketing				
Dependent Variable : Purchase Decision				

Resources : SPSS data processing

Got Adjusted R Square worth 0.554 or 55.4%. Determining purchasing decisions is influenced by 55.4% of brand image, product quality, and digital marketing. It is also known that other factors influence purchasing decisions by 44.6% which are not carried out in this study.

Test t

Conducted to confirm an independent variable has a partial influence on the dependent variable. It can be called a positive effect when the calculation results show that t count is greater than t table and the significance value is less than 0.05.

The t test in this study is listed in the following table.

Table 8 Test t

Coefficients					
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	6,471	1,746		3,706	0,001
Brand Image	0,417	0,084	0,309	4,932	0,001
Quality Product	0,210	0,088	0,148	2,387	0,018
Digital Marketing	0,503	0,079	0,404	6,377	0,001
Dependent Variabel : Purchase Decision					

Resource : SPSS data processing

Results:

1. The calculation result of t count of brand image variable worth 4.932 is greater than t table worth 1.972. Got a sig value smaller than 0.05. This means that in this study the brand image variable has a partial positive effect on purchasing decisions.
2. The calculation result of the t count of the product quality variable worth 2.87 is greater than the t table worth 1.972. Got a sig value smaller than 0.05. This means that in this study the purchasing decision variable has a partial positive effect on purchasing decisions.
3. The calculation result of the t count of the digital marketing variable worth 6.377 is greater than the t table worth 1.972. Got a sig value smaller than 0.05. This means that in this study the digital marketing variable has a partial positive effect on purchasing decisions.

Test F

Conducted to find the truth of a hypothesis independent variables simultaneously affect the dependent variable. It is interpreted as having a simultaneous effect when the comparison between F count is more than F table and also the significance value is smaller than 0.05.

The F test in this study is listed in the following table

Table 9 Test F

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	967,589	3	322,533	81,881	0,001

Residual	787,813	200	3,939		
Total	1.755,412	203			
Dependent Variable : Purchase Decision					
Predictors: (constant), Brand Image, Quality Product, Digital Marketing					

Sumber : SPSS data processing

The calculated F result in this study is 81.881, which is greater than the F table of 3.04. Also obtained a significance value of 0.001 and has a value smaller than 0.05. It means that the independent variables in this study in the form of brand image, product quality, and digital marketing have a positive influence simultaneously on the dependent variable, namely product quality.

CONCLUSION

It was concluded after several tests through the SPSS application that the dependent variable in this study has a positive relationship separately to the independent variable with each t-count result greater than the t table which is 1.972. Brand image has a positive relationship to purchasing decisions based on the calculation of the t value of 4.932. Product quality has a positive relationship to purchasing decisions with a calculated t count of 2.387. Digital marketing has a positive relationship to purchasing decisions with a calculated t value of 6.377. Simultaneously, a positive relationship is also obtained between all independent variables on the dependent variable with a calculated f value greater than the f table, namely $81.88 > 3.04$.

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