

PRODUCT QUALITY ABILITY, PRICE AND PRODUCT DESIGN INFLUENCE ADIDAS SHOES PURCHASE DECISION

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ABSTRACT

The purpose of this study was to determine the ability of variable product quality, price and product design to purchase decisions made by the football team in Karang Sari Village. The total population of soccer players is 80 people and with the purposive sampling method it was found that there were 35 users of Adidas shoes. By using the validity and reliability test that the data under study the results are valid and reliability. Furthermore, the hypothesis results found that simultaneously product quality, price and product design have a positive and significant effect on purchasing decisions, but for the partial test that prices have a negative and insignificant effect on purchasing decisions, for product quality and product design have a positive and significant effect on purchasing decisions.

Keywords: Product quality; price; product design; purchase decision

INTRODUCTION

Consumer demand in the sports industry today is very diverse, from clothes to shoes worn in competitions, making the company engaged in the sports industry trying to seize the potential market with marketing methods that can be used as a benchmark for the company's success in obtaining consumers. The company at least understands all the opportunities and challenges it faces for each period of time it runs. The company's ability to face these challenges cannot be separated from the role of the marketing strategy which consists in determining product quality and price as well as the design of the product.

The determination of the quality of a good product and an affordable price is expected by the company to be a measure of success in facing the target market. To support the marketing strategy carried out on product quality and price, a product design that has a good selling power is needed so that consumers feel interested in making a decision to make a purchase. A decision can be an action of two or more thoughts that produce alternatives (Kurniawan et al., 2011). The purchase decision becomes an activity of a process that is directly involved in the use of the product, including the decision making at the preparation stage in determining these activities (Tengor et al., 2016). Purchasing decisions made by consumers involve understanding quality, value and price (Miati, 2020) where the purchase decision by (Kotler & Keller, 2016) is divided into five stages, namely: the stage of introducing the problem, searching for information, evaluating alternatives, making purchase decisions and behavior after making a purchase.

Decisions in purchasing decisions are also made for Adidas football sports shoes which use benchmarks to recognize consumer needs for understanding what products consumers need, so that Adidas must have changes to meet consumer needs. For information search, it was found that consumers did not get information about the product because there was no advertisement, for alternative evaluation that there were similar products from other brands that consumers could use in sports, then for purchasing decisions there was a decrease due to the emergence of other brands such as Nike, Specs and Puma and for post-purchase some shoe users do not re-purchase because there are options from other brands that provide other models.

Purchasing decisions can be influenced by product design (Ariella, 2014) because a product is made in accordance with the orientation of the market (Lo & Power, 2010) and has been well designed to make it easier to produce and then distribute (Amron, 2018) in other words, product design is designed from goods and services that can be accepted and satisfy target consumers and are not easily imitated by competitors (Harsanto, 2017), good product design will be able to lower the price level (Mumcu & Kimzan, 2015). Product design uses benchmarks, namely: the latest models, colors and design variations. The findings show that the product design for the latest model is that shoes are less attractive to consumers due to the use of technology that is not optimal in producing the latest models. The colors used are still less varied and in accordance with the desires of consumers because Adidas products for North Sumatra are still limited in market area.

Product design can be influenced by product quality, because to create a product character that can generate interest from consumers in making purchases, companies need to pay attention to the quality of the product and provide an attractive design (Ansah, 2017). Product quality becomes the totality of the product form that controls the appearance and function of the product in meeting the needs of the customer (Pero et al., 2010). Product quality can be in the form of a set of features and characteristics of goods and services that are able to meet needs (Putro et al., 2014) and the goal of a good product design will have good product quality, not easily damaged and produce achievements because of a design that is able to make consumers interested in the product and especially its quality.

Product quality also influences purchasing decisions, this is in line with research (Sunarto, 2015) which states that product quality is the ability and characteristics of a product or service in satisfying consumer needs. The amount of competition that also has good quality will make the company always innovating in providing good quality (Rahayu & Haryanto, 2017). Product quality uses benchmarks in the form of product performance, increased functionality, reliability, according to specifications, durability and aesthetics. In fact, the author's product performance raises several problems, namely a decrease in the feeling of comfort when using Adidas shoes which is influenced by the type of field. For additional features, we found problems that are often faced by consumers, such as the lack of soft foam / cushioning in Adidas shoes. On the reliability that the consumer's problem is faced with the weight of the shoes that still feels heavy. The conformity factor with consumer specifications often experiences mistakes in choosing products that at first glance have similarities with different types of products. Furthermore, product durability, consumers often experience problems with the durability of the Adidas shoes used, and on the aesthetics of movement and agility

Price can influence purchasing decisions in line with research (Beneke et al., 2013); and defines it as the value of going to buy a limited amount, or which is another measure of goods or services (Siahaan et al., 2014), and often consumers do not hesitate to spend more to get a quality product (Saraswati et al., 2013). It is said that price is the amount of money that is charged to a product or service that is exchanged by consumers to obtain and have product benefits (Nguyen & Meng, 2016); (Jacoby et al., 1971), price is not only a company policy but a consideration in many ways including the consumer's point of view (Kwon et al., 2008). For this reason, companies must be observant in determining the price of their products in the market so that these products can be successful in the market (Agatha, 2018), price sensitivity is an important factor in determining price perceptions and purchasing decisions (Harmon et al., 2007).

Pricing is determined through price affordability, discounts / rebates, and payment methods. In terms of affordability, it was found that the price of Adidas shoes was still affordable in the market, for discounts or discounts, the problem was found that Adidas consumers had not received any discounts or discounts given by the company when buying these products in the market and did not even receive additional bonuses, while the payment method had not yet been received. provides satisfaction and a sense of security when buying in cash. Looking at the background above, the authors are interested in knowing whether product quality, price and product design have an influence on purchasing decisions.

THEORETICAL FRAMEWORK

Product Quality

Product quality can be said to guarantee the product's ability to dominate the market it faces. Product quality can be in the form of a product's ability to carry out its functions, including durability, reliability, accuracy, ease of operation, ease of maintenance, and other attributes (Kotler & Keller, 2013) meanwhile (Purnamasari, 2015) said product quality is an evaluation of consumer perceptions of product capability, which is related to the product's ability to meet consumer needs physically and psychologically.

Price

Price is one element of the marketing mix that generates revenue because other elements incur costs (Wijaya, 2018), whereas (Zulaicha & Irawati, 2016) says that price is a way for a seller to differentiate his product from its competitors. Prices are measured by the dimensions of customer assessment of prices, customer assessments of product prices through benefits obtained and customer assessments of prices based on affordability of product price fairness when compared to similar or different products (Imaningsih & Rohman, 2018).

Product Design

Product design is the quality of the product that is measured based on the product plan and all the features that affect how the product is seen and felt (Pihl, 2014) and product design can be an aspect that forms a product image (Tsafarakis et al., 2011). There are two factors related to design, namely color and quality (Widyastuti & Said, 2017).

Purcahe Decision

Consumers will be involved in activities after purchasing and using the product, and consumers have a positive opinion of the product which can create higher purchase intentions (Kaewwongwattana et al., 2015). Purchasing decisions are influenced by individual decisions either directly or by other external factors as well as personal habit factors that result in the decision-making process and companies must understand how consumers make purchase decisions, compile value flows, operate and build competitive brands. which is separate (Laiwechpittaya & Udomkit, 2013) and the need for an understanding of consumer behavior which guides marketers in designing stronger marketing strategies because old designs are no longer attractive to buy (Dash, 2010).

Hypothesis

Looking at the theory that has been put forward above, the hypotheses that can be given in this study are:

- H1 : Product quality has an influence on product design
- H2 : Price has an influence on product design
- H3 : Product design has an influence on purchasing decisions
- H4 : Product quality, price and product design have a simultaneous influence on purchasing decisions.

Thinking Framework

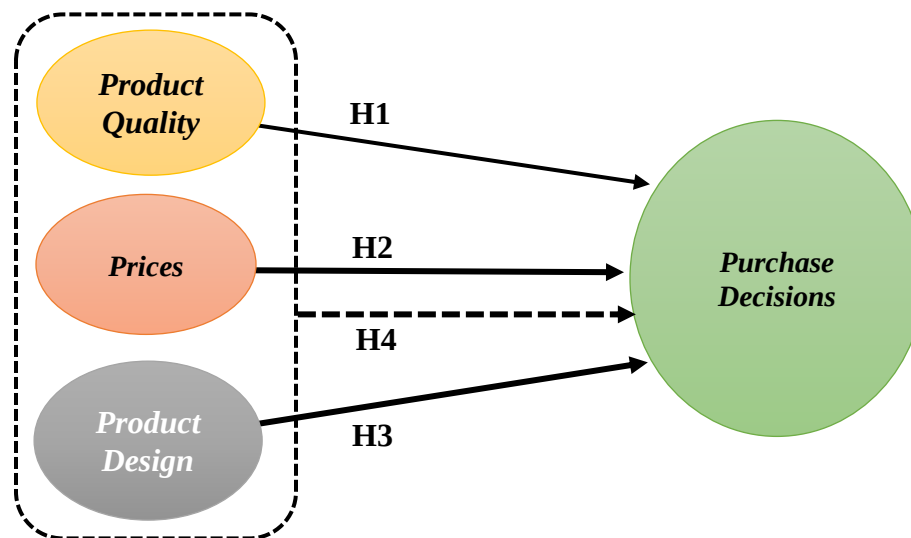


Figure 1. Thinking Framework

METHOD

The object and scope of research on product quality, price and product design used by the football team in Karang Sari Village, Gunung Maligas District, Simalungun Regency, with a population of 80 players and using purposive sampling, found that 35 were using Adidas shoes. The analysis used is the validity test with a correlation limit of ≥ 0.30 (Sugiono, 2019) and data reliability (reliability) with a minimum Cronbach's alpha benchmark of 0.70 (Eisingerich & Rubera, 2010) then test the coefficient of determination, normality testing, linear equations multiple regression and partial and simultaneous hypothesis testing.

DISCUSSION

Respondent Description

Table 1. Descriptions of Respondents

Description	Category	Amount	%
Age	16 – 20	7	20,0 %
	21 – 25	12	34,3 %
	26 – 30	11	31,4 %
	≥ 31	5	14,3 %
Players Position	Goalkeeper	3	8,6 %
	Defending Player	11	31,4 %
	Midfield Player	13	37,1 %
	Forward Player	8	22,9 %

Source: Data processing, 2021

The results from table 1 can be explained that the most Adidas shoe users for the description based on age are for the 21– 25 years old category with a number of 12 or 34.3% and the second most are at the age 26-30 with a total of 11 or 31.4%. For the position of players, the position of the most players was midfield with 13 or 37%, followed by defender positions with 11 or 31.4%

Validity and Reliability Test

Table 2. Data Validity Testing

Variable	Coefficient variable	Critical r	Criteria
Product Quality	0,64	0,30	Valid
Prices	0,65	0,30	Valid
Product Design	0,61	0,30	Valid
Purchase Decision	0,57	0,30	Valid

Source: Data processing, 2021

Table 3. Reliability Testing

Variable	Cronbach's Alpha	Critical r	Criteria
Product Quality	0,94	0,70	Reliable
Prices	0,91	0,70	Reliable
Product Design	0,77	0,70	Reliable
Purchase Decision	0,86	0,70	Reliable

Source: Data processing, 2021

Table 2 shows the results that all research variables with indicators of the variables show valid criteria with measuring instruments when the correlation coefficient value of the validity test results is > critical 0.30, while table 3 shows the results that all research variables show reliable or reliable criteria with cronbach's value measuring instrument. $\alpha > \text{critical } 0.70$.

Normality test

Table 4. Normality Testing. One-Sample Kolmogorov- Smirnov Test

		Product Quality	Prices	Product Design	/Purchase Decision
<i>N</i>		35	35	35	35
<i>Normal Parameters^{a,b}</i>	<i>Mean</i>	67,31	32,51	32,34	53,29
	<i>Std. Deviation</i>	9,486	5,008	4,014	6,754
<i>Most Extreme Differences</i>	<i>Absolute</i>	,111	,147	,149	,118
	<i>Positive</i>	,111	,129	,149	,118
	<i>Negative</i>	-,100	-,147	-,117	-,057
<i>Kolmogorov-Smirnov Z</i>		,655	,872	,881	,700
<i>Asymp. Sig. (2-tailed)</i>		,785	,433	,420	,711

Source: Data processing, 2021

Table 4 shows the results of data normality testing that all research variables are quality of the product, price, product design and purchase decisions are normally distributed with a reference that the value of the asymp. sig. (2-tailed) of each research variable > 0.05.

Coefficient of Determination

The coefficient of determination aims to determine how much the ability of the independent variable to explain the dependent variable, for this first stage product quality, price and product design on purchasing decisions. This is shown in table 5 below:

Table 5. Coefficient of Determination Model Summary/ Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,898 ^a	,807	,789	3,106

a. Predictors: (Constant), Product_ Design, Product_ Quality, Price

Source: Data processing, 2021

The results of the analysis in table 5 show that the R Square value of the study shows the ability of the independent variables of product quality, price and product design to have the ability to explain the dependent variable in purchasing decisions worth 80%, then there is a remaining 20% which is not the subject of this study. Then the value of R shows a value of 89 which indicates that the quality of the product, price and product design have a very strong relationship with purchasing decisions.

Linear Regression Equation

Table 6. Regression Equations					
Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	2,045	4,587	,446	,659
	Product Quality	,177	,073	,249	,021
	Price	-,004	,145	-,003	,978
	Product Design	1,220	,197	,725	,000
a. Dependent Variable: Purchase_Decision					
Source: Data processing, 2021					

The description that can be given from table 6 produces the equation $Y = 2.045 + 0.177 X_1 + (-, 004) X_2 + 1,220 X_3$, which means that product quality and product design have a positive influence on purchasing decisions while price variables negatively affect purchasing decisions, this is This means that when the product quality increases by one (1) unit, the purchasing decision variable will increase by 0.177 for signification with a value of 0.021 for the product quality variable <0.05 , so the conclusion is that product quality has a significant effect on purchasing decisions.

For the price variable is known to have a negative coefficient value (-), which means that the price has a negative effect on the purchase decision, meaning that the price increase is one (1) unit, the purchase decision will decrease by 0.04 units, the significant value is 0.978, the calculation of the variable price is > 0.05 , which means price has no effect on purchasing decisions, then when the value of the product design variable increases by one (1) unit or unit, the purchase decision will increase by 1.220 and the significant value of the product design variable is $0.00 < 0.05$, which means that the product design has an effect on purchasing decisions.

The conclusion from the regression is that the most significant influence on purchasing decisions is product design followed by product quality but price does not affect purchasing decisions even though the effect is so small of (-) 0.04.

Hypothesis Test

Partial Test (t test)

Table 7. Variable Partial Test

Model	t	Sig
1 (Constant)	,446	,659
Product Quality	2,434	,021
Price	-,028	,978
/Product Design	6,186	,000

Source: Data processing, 2021

First Hypothesis

The first hypothesis is that product quality affects purchasing decisions. With $df = n - k$ $(35 - 2) = 33$ where the result of $t_{table} = 2.034$ while the result of $t_{count} = 2.434$ which shows that the value of $t_{count} > t_{table}$ and the significance value of product quality $0.021 < 0.05$ means that product quality has a positive and significant effect on the decision. purchase, thus accepting the H1 hypothesis that product quality has a positive and significant effect on purchasing decisions.

Second Hypothesis

For the second hypothesis i that price has an effect on purchasing decisions. The result of the calculation shows that the value of $t_{count} = -,028 < t_{table} = 2.034$ and the significance value > 0.978 means that the price has no effect on purchasing decisions, thus rejecting H2 that the price has no and significant effect on purchasing decisions.

Third Hypothesis

The hypothesis of the three variables of product design has an effect on purchasing decisions, with the results of $t_{count} 6.186 > t_{table} 2.034$ and a significance value of $0.000 < 0.05$ means accepting H3 that product design has a positive and significant effect on purchasing decisions

Simultaneous Test (Test F)

Table 8. Simultaneous Analysis Table

Model	F	Sig.
1 Regression	19,494	,000 ^b
Residual		
Total		

Source: Data processing, 2021

For the simultaneous test by looking at the effect of product quality, price and product design on purchasing decisions, it is seen from the comparison of the value of F_{count} with F_{table} . The results of data processing found that the value of F_{count} is 19.494 and the value of F_{table} is $(k; nk)$ where k is the independent variable of product quality, price and product design,

n is the number of respondents as many as 35, the result is $(3; 35-k) = (3; 31) = 2.91$. The conclusion is that the value of $F_{\text{count}} > F_{\text{table}} = 19.494 > 2.91$ means accepting H4 that product quality, price and product design simultaneously have a positive and significant effect on purchasing decisions.

The Effect of Product Quality on Purchasing Decisions.

The basis of consumers in making purchases can be influenced by product quality, this is in line with research (Sunarto, 2015); consumers will feel satisfied if the evaluation results show that the products they use have quality (Gerson, 2002) and consumers will make the decision to buy goods and services if consumers think the product is needed (Putra et al., 2017). However, product quality is able not to influence purchasing decisions (Rawung et al., 2015), this happens when companies do not innovate and increase the quality of products marketed (Amelisa et al., 2016), because if product quality is not improved, the purchase decision also did not increase (Pardede & Haryadi, 2017).

The Effect of Price on Purchasing Decisions.

Low prices and according to consumers' abilities are the driving factors for purchasing decisions when compared to other products (Yusda, 2019), but contrary to the results of research that has been done which shows that prices do not affect purchases in line, this is with research (Deasy et al., 2018); (Mandey, 2013), although giving discounts or discounts will not help consumer purchasing decisions (Ariella, 2014). Prices do not affect purchasing decisions because when they find a high or inappropriate price for the product, this does not apply to all consumers who want to make a purchase because when the product quality is good and the product design is not a major problem for consumers even consumers dare to buy at high prices, the appropriate price will cause consumers to decide to buy it (Imaningsih & Rohman, 2018), thus so that prices can have an influence on purchasing decisions, prices must be able to compete with substitute products and according to their quality (Yazia, 2014).

The Effect of Product Design on Purchasing Decisions.

For companies, a well-designed product is a product that is easy to produce and distribute (Amron, 2018). Product design is often faced with being a major problem in making purchases, product design helps consumers get the highest benefits (Widyastuti & Said, 2017), because consumers will be more interested in seeing attractive designs for products compared to quality and price. The results show that product design is the most dominant in influencing purchasing decisions, this is in line with the research (Suryandari et al., 2016); (Khan et al., 2012), the better the product, the increased purchasing decisions (Budiyanto et al., 2016). Then the opinion (Chen & Lin, 2018) is that producers must build and create value products with different designs to satisfy consumer needs, and consumer satisfaction will influence purchasing decisions (Rahmat, 2015).

The Effect of Product Quality, Price and Product Design on Purchasing Decisions.

The results show that the variables of product quality, price and product design have a simultaneous effect on purchasing decisions, this is in line with the research (Murdapa, 2020).

Companies must implement the right strategy in developing their products, understand consumer behavior in providing their products according to the needs and desires of consumers (Simbolon et al., 2020). This product has the quality of the product, the price is affordable and the design is in accordance with the desires of consumers. Product quality, price and product design have an impact on the value of the marketing mix (Goi, 2009) and the most dominant factor in purchasing decisions is the product (Hasan et al., 2014) and the price is often a consideration in purchasing decisions (Parmana et al., 2019).

CONCLUSIONS

The conclusion that can be given in this study is that product quality, price and product design have the ability to influence purchasing decisions on the soccer team in Karang Sari village, Simalungun Regency. However, a positive and significant influence was found on the variable quality and product design, this shows that today's consumers in choosing products prioritize quality and design, while price can have a negative and insignificant effect, although the effect is very small and not all consumers in decisions purchase, the price has a negative impression because there are times when consumers today, even though the price is high, still have the decision to make a purchase if the product quality and design are attractive.

So that purchasing decisions can be taken, the company should create products that match the quality, price and design, because in the market there are already many competitors offering similar products according to the ability of product quality, price and design.

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