THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON PURCHASING DECISIONS (CASE STUDY OF COMPASS SHOE BRAND)

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Abstract: The Effect of Product Quality and Brand Image on Purchasing Decisions (Case Study of Compass Shoe Brand). This study aims to determine the simultaneous and partial influence of Product Quality and Brand Image variables on Purchasing Decisions for Compass Shoe Brands using seven indicators of Product Quality (X1), namely shape, features, quality performance, quality suitability, durability, reliability, style. Three indicators of Brand Image (X2) are brand superiority, brand strength, and brand uniqueness. The two independent variables will be seen for their partial and simultaneous influence on purchasing decisions for the Compass Shoe brand. The method used in this research is quantitative with sampling techniques using purposive sampling. The criteria for respondents in this study are domiciled in South Jakarta City, the sample includes students who study and live in South Jakarta, already know and have bought compass brand shoes. The research data was obtained by distributing questionnaires to 100 respondents who were in accordance with the criteria set by the researcher. Data processing was carried out using SPSS statistical software. The data analysis used is multiple linear regression test statistical analysis. The results of this study indicate that Product Quality and Brand Image have a positive and significant effect simultaneously on purchasing decisions. The results of product quality have a positive and significant effect partially on purchasing decisions. The results of brand image have a positive and significant effect partially on purchasing decisions.

Keywords: Product Quality, Brand Image, Purchase Decision, Compass Shoes

1   Introduction

In Indonesia, fashion trends have recently experienced significant growth, marked by a number of fashion trends that have gone viral and are used by many people, including clothing, accessories, shoes, makeup, and skincare. The fashion industry is the main focus in the Making Indonesia 4.0 program and is an important sector to continue to

develop. In 2020, fashion industry exports reached US$10.62 billion with a contribution to the industry's GDP.

non-oil and gas processing 6.76% (nationalkontan.co.id/2022). According to [1], the creative industry continues to make a major contribution to Indonesia's economic growth. In 2020, the contribution of the creative economy to Indonesia's GDP reached 6.98% or Rp.1,155 trillion, with three main sectors contributing the most, namely culinary, *fashion*, and craft. This is reinforced by statistical data and surveys from the Ministry of Tourism and Creative Economy in collaboration with Brawijaya University and UI Demographic Institute.

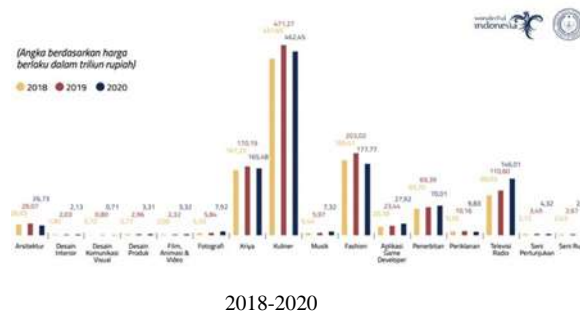**Figure 1.** Creative Economy GDP contribution data by subsector

2018-2020

Figure 1;, there are 3 subsectors that contribute greatly to GDP in the Creative Economy sector, namely, culinary, fashion, and crafts, this shows that the fashion industry market in Indonesia is very attractive to creative economy players, with the high growth of the creative industry making business people The fashion industry is increasingly aggressive in running its business in order to attract consumer attention.

In this study, the local shoe brand studied is the "Compass Shoes" brand, Compass is a local brand in the field of fashion, especially sneakers, which was founded in 1998 in Bandung. In recent years, Compass has become a favorite among young people because of its combination of quality and design that is no less competitive with foreign products. Compass has gained high popularity among sneaker enthusiasts in Indonesia, reinforced by their slogan. "Bangga Buatan Indonesia".

In the midst of the increasingly fierce competition in the sneaker industry, the compass shoe brand has a strategy for still maintains its existence, with more than 26 years of experience in the shoe industry. compass shoes make several innovations regarding the quality of products that the brand releases, where compass shoes pay more attention to product quality than quantity. This 100% vulcanized assembly technique is exactly the way quality shoes are made from outside, such as Converse and Vans. Vulcanized is the process of assembling rubber to make it stronger using high temperatures. This technique is rare when compared to other shoe-making techniques such as using canvas and leather.

Figure 2. Compass shoe products

Compass uses creativity as its main weapon to differentiate itself from other shoe brands. Their campaigns combine compelling visual elements, strong narratives and interactive elements that invite consumers to participate. In every marketing campaign, Compass strives to inspire, entertain and connect with its audience. Their campaigns leave a strong and memorable impression, allowing brands to stand out from the competition through a creative approach. Successfully occupying a special place in the minds of consumers. In its marketing campaign, Compass managed to stand out and differentiate itself from other shoe brands. This strategy not only helped increase sales but also strengthened the brand image and built strong relationships with consumers.

Based on the description of the phenomenon that has been conveyed by the researcher, one of the fashion brands in Indonesia that attracts attention is Compass Shoes. This brand is an original Indonesian product originating from Bandung City, West Java. Compass shoes face a number of challenges that are the focus of research, namely whether purchasing decisions are influenced by Product Quality and Brand Image. Therefore, referring to the phenomena previously described, the authors chose to conduct research with the title: "The Effect of Product Quality and Brand Image on Purchasing Decisions for Compass Shoes".

2. Literature

2.1 Product Quality

According to [2] Product quality is one of the main positioning tools for marketers, and has a direct impact on product performance. It can be concluded that product quality is the value provided by a product to consumers, including both physical and psychological satisfaction. Product quality is also a factor considered by consumers in making purchasing decisions. Therefore, companies must focus on creating products with good quality, according to consumer needs, so that consumers feel suitable and satisfied, thus encouraging them to make purchases on an ongoing basis.

2.2 Brand Image

a. Definition of Brand Image

Brand image is consumers' perceptions of a brand as a reflection of the associations that exist in consumers' minds. According to [3] the factors that shape brand image are:

1) The strength of brand association depends on how information enters the consumer's memory and how that information survives as part of the brand image.

2) Favorability of brand association The success of a marketing process often depends on the process of creating favorable brand associations, where consumers can believe in the attributes provided they can satisfy consumer needs and desires.m

3) Uniqueness of brand association A brand must have a competitive advantage that is the reason for consumers to choose a particular brand. The uniqueness of brand associations can be based on product attributes, product functions or images that consumers enjoy.

2.3 Purchase Decision

a. Definition of Purchase Decision

The purchase decision itself is an activity to consider an item or product that consumers will buy or use. According to [3] in the evaluation or decision-making stage, consumers form preferences between brands in a collection of choices and can form an intention to buy the most preferred brand.

b. Purchase Decision Process

* Need Recognition

  Purcahsing begins with recognizing a problem or need, in wich the buyer realizes the difference between the actual state of affair and their desired state. These needs can be triggered by internal or external stimuli.

* Information Search
  Consumers may not make active efforts in seeking information related to their needs. The extent to which a person seeks such information depends on the extent of their need drive, the amount of information already possessed, the ease of access to information, as well as the additionality and satisfaction gained from seeking such information.

* Alternative Evaluation
  Information obtained from potential buyers is used to gain a more detailed understanding of the various alternatives faced and the attractiveness of each of these alternatives.

* Purchase Decision
  Manufacturers need to realize that consumers have a unique approach to obtaining information, which involves limiting the alternatives that will be evaluated or considered to determine the product to be purchased.

* After-Purchase Behavior
  If the purchased product does not meet satisfaction expectations, buyers will change their view of the brand to negative, and may even rule it out of their choice. Conversely, if consumers are satisfied with the purchased product, the desire to purchase products from that brand is likely to be stronger.

3. Methods

3.1   Population and Sample

3.1.1 Population Identification

Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics that are applied by researchers to study and then draw conclusions [4]. The population in this study are consumers of compass shoe products who live in the city of South Jakarta, whose exact number is unknown so that researchers do not include consumer population figures in this study.

3.1.2 Sample

The sample is part of the population, "The sample is part of the number and characteristics possessed by the population [4]. If the population is very large and it is not possible for the researcher to examine all elements in it, perhaps due to limited resources such as funds, energy, and time, then research can be carried out using a sample that represents a small part of the entire population.

The sampling technique in this study will use non- probability sampling techniques. According to [4] non-probability sampling is a sampling technique that does not provide equal opportunities for each member of the population.

The sampling method was carried out using purposive sampling method. According to [4] the purposive sampling method is that sampling will be limited according to certain respondent criteria set by the researcher.

3.2.   Data Analysis Technuque

3.2.1 Validity and Reliability Test

The validity test is a data tester which aims to determine whether the data is valid or not and to determine whether a questionnaire is valid or not. According to a statement from [4], the Reability Test is an instrument which is used in a study with the aim of obtaining reliable information as a tool for collecting data

3.2.2 Classical Assumption Test

 a. Normality Test

   In the Normality Test, the test is carried out with the aim of being able to determine whether the distribution of data that occurs between the dependent and independent variables is well distributed or normal or not.

 b. Multicollinearity Test

   In the Multicollinearity test according to the opinion [4], the test is carried out with the aim of knowing whether or not there is a correlation between the independent variables in the regression mode.

 c. Heteroskedasticity Test

   According to the opinion [4], the test was made with the aim of being able to find out whether there are differences in the variance of the residuals from one observer to another or not in the regression model.

3.2.3. Multiple Linear Analysis

[4] gives his opinion on the meaning of Multiple Linear Analysis, which can be interpreted as a form of each independent variable and can also be interpreted as not having a cause-and-effect bond.

3.2.4 Hypothesis Test

a.   Simultaneous Test

[4] gives his opinion regarding the purpose of the Simultaneous Test is to prove whether all independent variables in the study have a simultaneous influence on the dependent variable.

b.   Partial Test

According to the opinion of [4], the T test is carried out with the aim of being able to later prove the magnitude of the influence of the independent variable partially and individually on the dependent variable.

c.   Determinant Coefficient

[4] states that the dermination coefficient is used to measure how well the ability of a research model can explain the dependent variable.

4.   Results

4.1 Validity and Reability Test Results

a.   Product Quality Validity Test Results

Table 1. Validity Test of Quality Product

Product Quality			
Item	**r-table**	**r-count**	**Description**
KP1	0.196	0.704	VALID
KP2	0.196	0.758	VALID
KP3	0.196	0.751	VALID
KP4	0.196	0.702	VALID
KP5	0.196	0.722	VALID

In the validity test table above, it can be seen that all product quality variable question items consisting of 5 question items have a range of r-count values> 0.196, it can be concluded that the product quality variable question items are valid and suitable for use in research

b. Brand Image Validity Test Results

Table 2. Validity Test of Brand Image

Citra Merek			
Item	**r-tabel**	**r-hitung**	**keterangan**
CM1	0.196	0.672	VALID
CM2	0.196	0.727	VALID
CM3	0.196	0.763	VALID
CM4	0.196	0.780	VALID
CM5	0.196	0.690	VALID

In the validity test table above, it can be seen that all brand image variable question items consisting of 5 question items have a range of r-count values> 0.196, it can be concluded that the brand image variable question items are valid and can be used in research.

c. Purchasing Decision Validity Test Results

Table 3. Result Validity Test on Buying Decision

Keputusan Pembelian			
Item	**r-tabel**	**r-hitung**	**Keterangan**
KPEM1	0.196	0.811	VALID
KPEM2	0.196	0.838	VALID
KPEM3	0.196	0.837	VALID
KPEM4	0.196	0.822	VALID
KPEM5	0.196	0.820	VALID

In validity Test tale above, it can be seen at all brand image variable question items consisting of 5 question items have a range of r-calculated values > 0.196, it can be concluded that the brand image question items are valid and suitable for use in research.

d. Reliability Test

Table 4. Reability Test

Variabel	Item	Cronbach Alpha	Keputusan
Kualitas Produk	5	0.890	Reliabel
Citra Merek	5	0.876	Reliabel
Keputusan Pembelian	5	0.883	Reliabel

Based on the table above, it is known that the results of the reliability test of the research variables get a value> 0.60, it can be concluded that the question items on the variables are consistent or reliable and can be used in research.

4.2 Classical Assumption Test

a. Normality Test
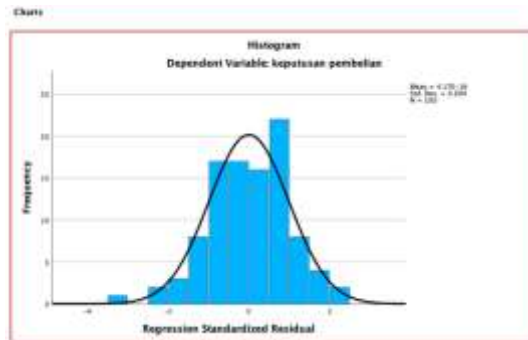
Figure 3. Histogram for Normality Test

Table 5. Result of Normality Test

N		100
Normal Parameters a,b	Mean	0.0000000
	Std. Deviation	1.88138471
Most	Absolute	.054

Extreme Differences	Positive	.036
	Negative	-.054
Test Statistic		.054
Asymp. Sig. (2-tailed)^c		.200^d

From the results of the table above, it can be seen that the *asymp*, Sig (2-tailed) value is 0.200> 0.05. So it can be concluded that the data is normally distributed

b.   Multicollinearity Test

Table 6. Multiccolinearity

Variabel	Tolerance	VIF
Kualitas Produk	0.219	4.575
Citra Merek	0.219	4.575

From the table results, it can be seen that the Tolerance value of the research variables> 0.10 and the VIF value < 10, it can be concluded that the data is not affected by multicollinearity symptoms.

c.   Heteroskedasticity Test

Table 7. Heteroscedasticity Test

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.238	.482		4.640	<.001
KP	-.037	.050	-.159	-.743	.459
CM	-.002	.053	-.006	-.029	.977
a. Dependent Variable: Abs_RES					

Based on the table above using the Glejser test, the significance value of all research variables is> 0.05, it can be concluded that the research data is not indicated by symptoms of heteroscedasticity.

4.3 Multiple Linear Analysis Results

Y = 1.558 + 0.377X1 + 0.537X2 + e

Through the multiple linear regression equation model above, the results can be interpreted below:

Table 8. Result Multilinear Analysis

<table>
<tr><th colspan="7">Coefficients^a</th></tr>
<tr><th colspan="2" rowspan="2">Model</th><th colspan="2">Unstandardiz ed Coefficients</th><th>Standar dized Coeffici ents</th><th rowspan="2">t</th><th rowspan="2">Sig.</th></tr>
<tr><th>B</th><th>Std. Erro r</th><th>Beta</th></tr>
<tr><td>1</td><td>(Constant)</td><td>1.5 58</td><td>.823</td><td></td><td>1.89 3</td><td>.061</td></tr>
<tr><td></td><td>KP</td><td>.37 7</td><td>.086</td><td>.398</td><td>4.39 3</td><td><.00 1</td></tr>
<tr><td></td><td>CM</td><td>.53 7</td><td>.091</td><td>.537</td><td>5.92 7</td><td><.00 1</td></tr>
<tr><td colspan="7">a. Dependent Variable: KPEM</td></tr>
</table>

1. The constant value is 1.558, where if all independent variables, namely product quality and brand image, are considered to be 0 (zero), then the value of purchasing decisions is 1.558.

2. The beta 1 coefficient value in the product quality variable regression model is 0.377X1, meaning that if the product quality variable increases by 1 unit, it will increase the purchasing decision by 0.377.

3. The beta 2 coefficient value in the brand image variable regression model is 0.537X2, meaning that if the brand image variable increases by 1 unit, it will increase the purchasing decision by 0.537 and vice versa.

4.5 Hypothesis Test Results

4.5.1 F Test Results

Table 9. F Test Results

ANOVAᵃ						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1660.579	2	830.289	229.832	<.001ᵇ
	Residual	350.421	97	3.613		
	Total	2011.000	99			
a. Dependent Variable: TOTAL_KPEM						
b. Predictors: (Constant), TOTAL_CM, TOTAL_KP						

Based on the table above, the results of the F test show that the significant value <0.01 <0.05 and the value of F count (229.832)> F table (3.09), it can be concluded that the hypothesis H3 is accepted, there is a simultaneous influence of product quality and brand image on purchasing decisions.

4.5.2 T Test Result

Based on the table above, it can be seen that the results of the independent (X) influence test on the dependent variable (Y) can be partially interpreted as follows:

Table 10. T Test Result

Coefficientsᵃ						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.558	.823		1.893	.061
	TOTAL_KP	.377	.086	.398	4.393	<.001
	TOTAL_	.537	.091	.537	5.9	<.0

	CM				27	01

a. Dependent Variable: TOTAL_KPEM

a. H1 : The effect of product quality on purchasing decisions

From the table above, it can be seen that the significance value of the product quality variable is <0.001 <0.05 and the t value is 4.393> 1.985, it can be concluded that H1 is accepted, meaning that there is a significant effect of product quality on purchasing decisions.

b. H2 : The effect of brand image on purchasing decisions

From the table above, it can be seen that the significant value of the brand image variable is <0.001 <0.05 and the t value is 5.927> 1.985, it can be concluded that h2 is accepted, meaning that there is a significant influence of brand image on purchasing decisions.

4.5.3 Determinant Coefficient

Table 11. Coeficient Determinant Test

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.909[a]	.826	.822	1.90068
a. Predictors: (Constant), CM, KP				
b. Dependent Variable: KPEM				

Based on the table above, it can be seen that the result of the coefficient of determination (R^2) r square is 0.826 or 82.6%. It can be concluded that the amount of influence of quality, product and brand image on purchasing decisions by 86.2%, while the remaining 17.8% is an explanation explaining other variables that the researchers did not involve in this study.

5. Conclusion and Recommendations

5.1 Conclusion

1. Based on the T test results, the product quality variable has a significance value of product < 0.001< 0.05 and the t value of 4.393> 1.985, meaning that there is a direct influence between product quality on purchasing decisions.

2. Based on the T test results, the brand image variable <0.001 < 0.05 and the t value of 5.927> 1.985, meaning that there is a direct influence between brand image on

purchasing decisions.

3. Based on the results of the F test, the product quality and brand image variables have a simultaneous and significant effect on purchasing decisions with a value of <0.01 <0.05 and the value of F count (229.832)> F table (3.09). of the two independent variables have an influence on purchasing decisions by 86.2% while the remaining 17.8% is influenced by other variables not included in this study.

5.2   Suggestion

The suggestions given by the study in accordance with the results of the study are as follows:

1. For the company

   From the test results in this study, product quality and brand image have an influence on purchasing decisions, so researchers recommend that the management of the compass shoe brand company maintain and improve product quality for the products they will release next and pay attention to complaints submitted by consumers, this will also increase their brand image in the eyes of consumers.

2. For future researchers

   Based on the final results of this study, the authors provide access for further research based on objects and research that are different from this research to be used as references. To maintain the quality of the research, the next researcher should further expand the different variables in order to make observations and explorations more broadly.

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