DINASTI INTERNATIONAL JOURNAL OF MANAGEMENT SCIENCE (DIJMS)
E-ISSN : 2686-522X
P-ISSN : 2686-5211
DINASTI PUBLISHER
https://dinastipub.org/DIJMS dinasti.info@gmail.com +62 811 7404 455

DOI: https://doi.org/10.38035/dijms.v5i6
Received: July 29th 2024, **Revised:** August 19th 2024, **Publish:** August 27th 2024

Assessing the Role of Price, Advertising and Product Quality in Shaping Purchase Decisions: Insights from Converse Users in Jabodetabek

Erina Sovania[1], Zainuri Iksan[2]
[1]IKPIA Perbanas, Jakarta, Indonesia.
[2]IKPIA Perbanas, Jakarta, Indonesia.

Corresponding Author: erina.sovania@perbanas.id[1]

Abstracts: This study aims to analyze the influence of price, advertising, and product quality on the purchase decisions of Converse shoes in the Jabodetabek region. Primary data were collected through questionnaires distributed to 100 respondents selected using accidental sampling. Data analysis was performed using SmartPLS software. The results indicate that price does not significantly impact the purchase decision of Converse shoes. In contrast, advertising and product quality have a significant influence on purchase decisions. These findings highlight the critical role of effective advertising and high product quality in shaping consumer decisions, ultimately enhancing the competitive advantage and market position of Converse products.

Keywords: Price, Advertising, Product Quality, Purchase Decision, Consumer Behavior

INTRODUCTION

With the rapid advancement of modern times, society's needs for footwear, particularly shoes, have increased and diversified. Shoes have become a popular product across various demographics, ranging from children to adults (Wolf et al., 2008). Nijhof et al., (2008) emphasize that shoes today are not just a basic necessity but have also become an integral part of lifestyle choices. Consumers are increasingly aware of the importance of selecting shoes that align with their lifestyle and personality, leading companies such as Adidas, Converse, Nike, Puma, and Reebok to fiercely compete in attracting consumer interest (Giesen, n.d.).

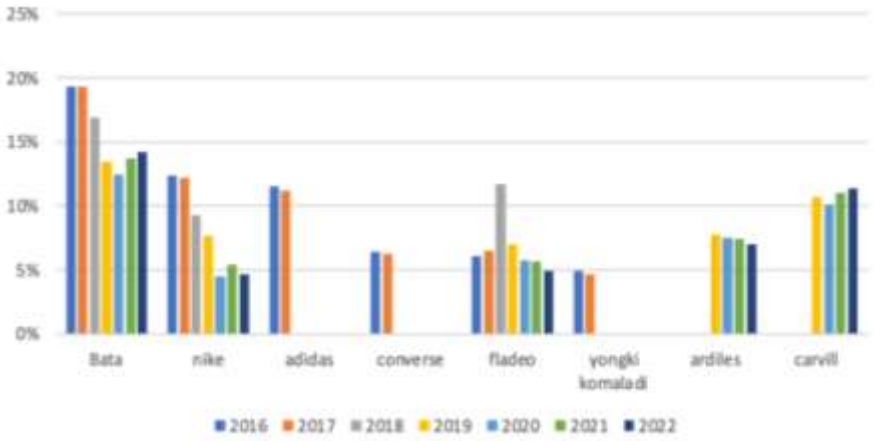
One of the shoe brands that has consistently innovated is Converse, an American company known for its iconic footwear products (Brown & Brison, 2018). Kamila and Hartono (2022) reveal that Converse continually strives to keep up with the times by offering appealing variations in motifs and colors, particularly targeting the youth market. Converse shoes are often tailored to match the styles and preferences of young people without losing the classic appeal that defines the brand (Mackinney-Valentin, 2014).

The trend of collaboration between shoe brands and various other brands, designers, and even famous artists has also become increasingly prominent. Fajar et al. (2023) note that these collaborations aim to create unique and attractive products, ultimately boosting market

interest. For example, Converse recently garnered attention by collaborating with Basboi, a rapper, and Feel Koplo, a local Dangdut Remix DJ. Ramadhan and Kurniawan (2022) add that such collaborations not only appeal to consumers but also provide opportunities for musicians and creators to express their creativity.

However, despite these innovative efforts, the decline in Converse's ranking in the Top Brand Index (TBI) for casual shoes in Indonesia during 2018–2022 indicates issues with consumer purchase decisions regarding this brand. Table 1 shows that Converse has been absent from the Top Brand Index since 2017, suggesting a decline in customer satisfaction and a reduction in repeat purchases. This situation raises questions about the factors influencing consumer purchase decisions for Converse shoes, warranting further investigation to ensure the company's sustainability and competitiveness.

Table 1. Top Brand Index of Shoes in Indonesia



Source: https://www.topbrand-award.com/

In addition to price, advertising is another significant factor influencing consumer purchase decisions (K. Krishnakumar & K. & Radha, 2014). Effendy et al. (2023) state that advertising serves as an effective communication tool to persuade consumers to try and purchase the products offered. Karim et al. (2023) further explain that with the right choice of media, advertising can achieve the desired marketing goals. On the other hand, product quality is also a key competitive factor among businesses (Tali et al., 2021). Panjaitan et al. (2022) stress the importance of a deep understanding of customer desires to ensure that the products produced meet their expectations. Implementing high-quality standards will enhance customer satisfaction and positively impact their purchase decisions.

However, previous research shows inconsistencies or research gaps concerning the influence of price, advertising, and product quality on purchase decisions. Silalahi and Hartati (2022) found that product quality significantly impacts purchase decisions, while price does not have a significant influence. Conversely, Muslimin et al. (2021) assert that advertising and product quality have a significant impact, but price does not. The study by Saputra and Putra (2021) even found that neither price nor product quality significantly influenced purchase decisions, although advertising had a positive impact. On the other hand, Arianto and Budiarti (2019), as well as Palupi et al. (2023), concluded that all three variables price, product quality, and advertising positively and significantly affect purchase decisions.

These inconsistencies in research findings highlight the need for further studies to clarify the extent to which each of these variables influences consumer purchase decisions, particularly in the context of the Converse brand. This research is expected to contribute to the development of more effective and efficient marketing strategies, thereby strengthening Converse's position in the casual footwear market in Indonesia.

METHOD

This research adopts a quantitative analysis approach, based on the philosophy of positivism, to study a specific population or sample. Quantitative research methods involve random sampling, the use of research instruments for data collection, and the application of statistical analysis to test predetermined hypotheses (Mweshi & Sakyi, 2020). In this study, the quantitative approach is used to measure the influence of price, advertising, and product quality on the purchase decisions of Converse shoes.

The unit of analysis in this research consists of respondents aged 18–30 in the Jabodetabek area who have purchased Converse shoes. These respondents were asked to complete a questionnaire distributed through Google Forms.

The population for this study includes all Converse shoe consumers in Jabodetabek, representing an infinite population due to the unknown total number. Market share data indicates that Converse leads the casual footwear market in Indonesia with a 23.64% share, based on data from https://indonesiadata.id/riset-konsumen-sepatu-casual-2023/.

To select the sample, a nonprobability sampling technique, specifically accidental sampling, was employed. This method, involves selecting respondents based on chance encounters with the researcher, ensuring they fit the data source criteria (Garba, 2015). Given the large and indeterminate population size, the Rao Purba formula was used to determine the sample size, resulting in 96.04 respondents, which was rounded up to 100 for ease of calculation.

Primary data were collected through a questionnaire, which, according to Sugiyono (2019), is a data collection technique where respondents are presented with written questions or statements to be answered. The questionnaire measured variables such as price, advertising, product quality, and purchase decisions, using a Likert scale ranging from 1 to 5. The responses were then tabulated, and the data were analyzed.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS version 3.2.9. PLS-SEM, as described by Ghozali and Latan (2021), is used to analyze data and path models involving latent variables, with a variance-based approach. The analysis comprises two parts: the measurement model (outer model) and the structural model (inner model).

The measurement model evaluates the validity and reliability of the constructs. Convergent validity was assessed to determine the correlation between indicators and their respective constructs. According to Ghozali (2021), an indicator is considered reliable if its correlation exceeds 0.7, though a loading factor between 0.5 and 0.6 is deemed sufficient in exploratory research. Discriminant validity was assessed using cross-loadings and the Heterotrait-Monotrait Ratio (HTMT), with values less than 0.85 or 0.90 indicating sufficient discriminant validity.

Reliability testing included Composite Reliability, Average Variance Extracted (AVE), and Cronbach's Alpha. Composite Reliability values greater than 0.6 were considered reliable, and AVE values above 0.5 indicated sufficient convergent validity. Cronbach's Alpha values greater than 0.60 were used to confirm the reliability of the constructs.

The structural model (inner model) was evaluated to predict the causal relationships between latent variables. Path coefficients were calculated to determine the strength of the influence of independent variables on dependent variables, with the R-Square value used to measure the proportion of variance explained by the model. According to Ghozali (2020), an R-Square value of 0.67 or higher indicates a strong model, while values between 0.33-0.67 are considered moderate, and those between 0.19-0.33 are considered weak.

Hypothesis testing was conducted using the bootstrapping method to address potential issues with data non-normality. PLS software was used to simulate the sampling distribution and calculate p-values. Hypotheses were tested by comparing the significance level ($\alpha = 0.05$)

with the p-values. A hypothesis was considered significant if the p-value was less than 0.05. Two stages of hypothesis testing were conducted: first, examining the direct influence of independent latent variables on dependent latent variables, and second, evaluating the influence with a moderating variable.

RESULTS AND DISCUSSION

Based on the analysis design and hypothesis testing, this section presents the findings related to the measurement model (outer model), the structural model (inner model), and hypothesis testing. The operational definitions used in this study are discussed as follows:

Table 2. Definitions operational variables

Variable	Definition	Indicator	Source of study
Price (X1)	price in a broad sense not only refers to the amount of money given to the seller in exchange for a purchased item but also encompasses other aspects such as time, effort, psychological risk, and additional costs for warranties.	1. Price Accessibility 2. Price Suitability with Service Quality 3. Price Competitiveness 4. Price Suitability with Benefits	Limakrisma & Purba (2017)
Advertising (X2)	Advertising is a form of communication to the public, aimed at disseminating information by influencing consumers to create an impression and satisfy their desires, thereby delivering communication to the consumers.	1. Provide Information 2. Persuade 3. Remind	Sitorus & Utami (2017)
product Quality (X3)	Product quality refers to a product's ability to perform its functions. This includes overall durability, reliability, accuracy, ease of operation, and repair, as well as other product attributes.	1. Performance 2. Features 3. Reliability 4. Durability 5. Aesthetics 6. Perceived Quality	Maramis (2018)
Purchase Decision (Y)	A purchase decision refers to an individual who is directly involved in making the decision to buy a product or service.	1. Decide to Buy After Learning About the Product Information 2. Decide to Buy Because of the Most Preferred Brand 3. Buy Because It Matches Desires and Needs 4. Buy Because of Recommendations from Others	Fakhrudin, et al., (2021)

Source: Data processed by the researcher (2024)

Measurement Model (Outer Model)

a. Convergent Validity

The results from the data processing using SmartPLS, as shown in Table 3, indicate that the majority of indicators for each variable price, advertisement, product quality, and purchase decision exhibit values greater than 0.5. Consequently, it can be concluded that all indicators are valid, in accordance with the statement by Ghozali (2020). Additionally, outer loading values ranging from 0.5 to 0.6 are considered sufficient to meet the requirements for convergent validity.

Table 3. Convergent Validity Test

Item	Price	Advertising	Product Quality	Purchase Decision
X1.1	0,826			
X1.2	0,708			
X1.3	0,723			

Item	Price	Advertising	Product Quality	Purchase Decision
X1.4	0,594			
X1.5	0,671			
X1.6	0,818			
X2.1		0,673		
X2.2		0,844		
X2.3		0,831		
X2.4		0,689		
X2.5		0,859		
X2.6		0,610		
X3.1			0,720	
X3.2			0,794	
X3.3			0,828	
X3.4			0,868	
X3.5			0,691	
Y.1				0,621
Y.2				0,817
Y.3				0,580
Y.4				0,724
Y.5				0,778
Y.6				0,791

Source: Data processed by Smar PLS (2024)

b. Discriminant Validity with Cross Loading

According to the data presented in Table 4 on Discriminant Validity using Cross Loading, the correlation values between the constructs and their respective indicators are higher than the correlation values with other constructs. This confirms that all constructs or latent variables possess good discriminant validity, where the indicators within each construct's block demonstrate stronger correlations than those in other blocks. This aligns with Ghozali's (2020) assertion that the correlation between an indicator and its target construct must be higher than its correlation with other constructs. Based on the cross-loading results, all indicators for each variable are validated for this study.

Table 4. Discriminant Validity Test with Cross Loading

Item	Price	Advertising	Product Quality	Purchase Decision
X1.1	0,826	0,518	0,615	0,512
X1.2	0,708	0,371	0,532	0,390
X1.3	0,723	0,273	0,505	0,374
X1.4	0,594	0,216	0,385	0,287
X1.5	0,671	0,505	0,489	0,344
X1.6	0,818	0,412	0,524	0,487
X2.1	0,417	0,673	0,412	0,332
X2.2	0,463	0,844	0,566	0,545
X2.3	0,428	0,831	0,477	0,500
X2.4	0,485	0,689	0,462	0,465
X2.5	0,433	0,859	0,514	0,630
X2.6	0,146	0,610	0,343	0,287
X3.1	0,590	0,463	0,720	0,463
X3.2	0,503	0,571	0,794	0,621
X3.3	0,567	0,406	0,828	0,536
X3.4	0,647	0,494	0,868	0,572
X3.5	0,451	0,479	0,691	0,465
Y1.1	0,511	0,436	0,513	0,621
Y1.2	0,507	0,597	0,603	0,817
Y1.3	0,237	0,376	0,381	0,580
Y1.4	0,315	0,354	0,376	0,724

Item	Price	Advertising	Product Quality	Purchase Decision
Y1.5	0,339	0,454	0,418	0,778
Y1.6	0,443	0,471	0,599	0,791
Y1.5	0,339	0,454	0,418	0,778
Y1.6	0,443	0,471	0,599	0,791

Source: Data processed by Smar PLS (2024)

c. Discriminant Validity with Heterotrait Monotrait Ratio (HTMT)

Based on the data in Table 5 regarding the Discriminant Validity Test with HTMT, the HTMT values for all variables are below 0.85. This indicates that all variables in this study are considered good and there is a correlation among them. This aligns with Henseler's statement in Setiawan & Tan (2021), which suggests that a measurement is considered to have adequate discriminant validity if the HTMT value is below 0.85, or 0.90 is still considered acceptable.

Table 5. Result of Heterotrait Monotrait Ratio (HTMT)

	Price	Advertising	Product Quality	Purchase Decision
Price				
Advertising	0,616			
Product Quality	0,846	0,725		
Purchase Decision	0,658	0,717	0,802	

Source: Data processed by Smar PLS (2024)

Reliability Test

Based on the data in Table 6 regarding the Reliability Test with Composite Reliability, the composite reliability values for all indicators of each variable exceed 0.6. This indicates that all indicators within these variables are deemed reliable for use in this study. This finding is consistent with Ghozali (2020) assertion that variables with composite reliability values greater than 0.6 are considered reliable.

In terms of reliability testing with Average Variance Extracted (AVE), all indicators for each variable have AVE values greater than 0.5. Therefore, it can be concluded that all indicators meet the criteria and are reliable for use in this research. This is in line with Ghozali (2020) explanation that AVE reliability is achieved if the indicators are greater than 0.5 or if all dimensions of the outer loading of the variables show loading values above 0.5, thereby considering the indicators and data as reliable.

Regarding reliability testing with Cronbach's Alpha, all indicators for each variable have values exceeding 0.6. Thus, it can be stated that all indicators satisfy the criteria and are reliable for use in this study. This is supported by Ghozali (2018) research, which indicates that a construct or variable can be considered reliable if it provides a Cronbach's Alpha value greater than 0.60.

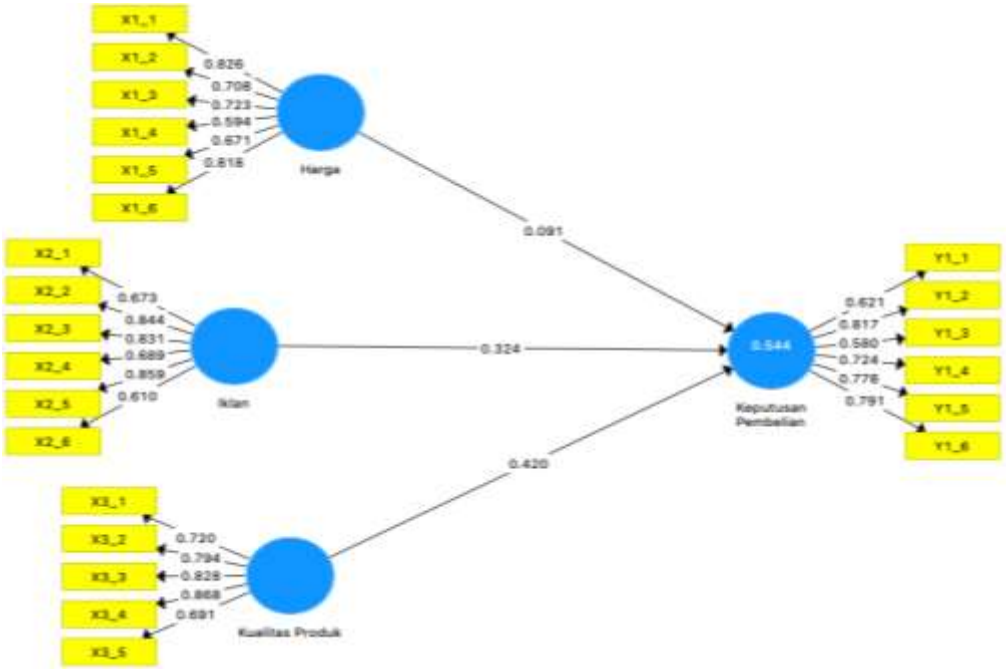
Table 6. Reliability Test

	Composite Reliability	Average Variance Extracted (AVE)	Cronbach's Alpha
Price	0.870	0.530	0.821
Advertising	0.888	0.573	0.849
Product Quality	0.887	0.613	0.840
Purchase Decision	0.867	0.525	0.815

Source: Data processed by Smar PLS (2024)

Structural Model (Inner Model)

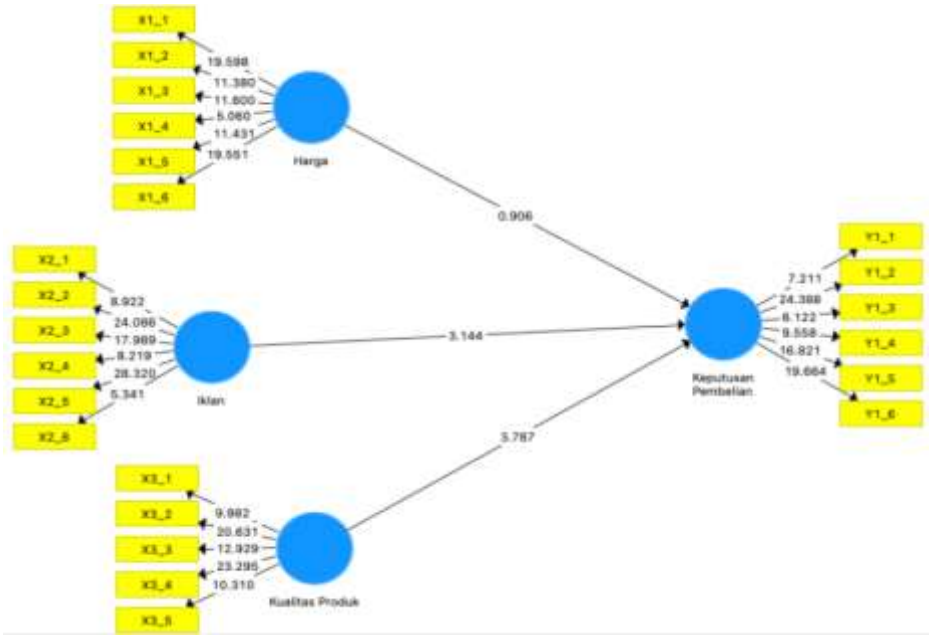
Bootstrapping Model



Source: Data processed by Smar PLS (2024)

Figure 1. Output Partial Least Square (PLS)

Based on the data analysis results presented in Figure 1 through SmartPLS, the analysis reveals that the loading coefficients for the indicator factors within each variable in the model exceed 0.5. Therefore, overall, the indicators have met the testing criteria. The results of hypothesis testing, after bootstrapping with the Partial Least Squares structural equation modeling, are illustrated in the Figure 2 as below.



Source: Data processed by Smar PLS (2024)

Figure 2. Results of Hypothesis Testing with PLS After Bootstrapping

Based on Figure 2 above, it can be concluded that the largest path coefficient is observed for Product Quality (X3) with respect to Purchase Decision (Y), at 3.787. Conversely, the smallest path coefficient is observed for Price (X1) with respect to Purchase Decision (Y), at 0.906. Using this model, all variables with positive values have path coefficients. This indicates

that a larger path coefficient value for an independent variable with respect to a dependent variable signifies a stronger influence between them.

Inner Model Testing

a. Path Coefficient Test

Table 7. Path Coefficient Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Price -> Purchase Decision	0.091	0.101	0.101	0.906	0.182
Advertising -> Purchase Decision	0.324	0.325	0.103	3.144	0.001
Product Quality -> Purchase Decision	0.420	0.421	0.111	3.787	0.000

Source: Data processed by SmartPLS (2024)

Based on the Path Coefficient Results Table 7 above, there are two variables with P-Values < 0.05, namely the Advertising variable on Purchase Decision and the Product Quality variable on Purchase Decision. Meanwhile, the variable with a P-Value > 0.05 is Price on Purchase Decision.

b. Uji Coefficient Determination

Table 8. Coefficient Determination Result

Variabel	R Square	R Square Adjusted
Purchase Decision	0.544	0.530

Source: Data processed by Smar PLS (2024)

Based on the R-Square value presented in the Coefficient of Determination Results table above, it is shown that the Purchase Decision variable concerning Converse shoes has an R-Square value of 0.544, or 54.4%. This indicates that the influence of the Price, Advertising, and Product Quality variables on the purchase decision for Converse shoes is positive, accounting for 54.4%, while the remaining 45.6% is influenced by other variables not examined in this study.

The goodness of fit assessment can be determined from the Q-Square value or the coefficient of determination (R-Square), where a higher Q-Square value signifies that the model is better or more fitting with the existing data. Based on the Q-Square calculation above, which has a value of 0.544, the results indicate that the diverse research data can be explained by this research model at a rate of 54.4%. The remaining 45.6% is attributable to other factors outside the scope of this model.

Hypothesis Testing

Based on the data analysis conducted, the results can be used to address the hypotheses in this study. In hypothesis testing, the key value analyzed is the P-Value generated by the PLS output, which is compared against a significance level of $\alpha = 0.05$. The criteria are as follows:

a) If the P-Value is less than 0.05, the result is considered significant.
b) If the P-Value is greater than 0.05, the result is considered not significant.

The following are the hypothesis testing results obtained in this study:

Table 9. Path Coefficient Result

	T Statistics (|O/STDEV|)	P Values
Price -> Purchase Decision	0.906	0.182

Advertising -> Purchase Decision	3.144	0.001
Product Quality -> Purchase Decision	3.787	0.000

Source: Data processed by Smar PLS (2024)

Based on the Table 9, the findings can be summarized as follows:

a) Effect of Price (X1) on Purchase Decision (Y): According to the data in the table, the path coefficient test for the first hypothesis (H1) shows a P-Value of 0.182. Since this P-Value is greater than the threshold (P-Values > 0.05 and T Statistic < 1.65), the hypothesis is rejected. Therefore, it can be concluded that price does not have a significant impact on the purchase decision for Converse shoes.
b) Effect of Advertising (X2) on Purchase Decision (Y): The path coefficient test for the second hypothesis (H2) reveals a P-Value of 0.001. As this P-Value is less than the threshold (P-Values < 0.05 and T Statistic > 1.65), the hypothesis is accepted. This indicates that advertising has a significant effect on the purchase decision for Converse shoes.
c) Effect of Product Quality (X3) on Purchase Decision (Y): The path coefficient test for the third hypothesis (H3) shows a P-Value of 0.000. Given that this P-Value is less than the threshold (P-Values < 0.05 and T Statistic > 1.65), the hypothesis is accepted. Therefore, it can be concluded that product quality significantly influences the purchase decision for Converse shoes.

Based on the above analysis, the conclusions can be summarized in the following hypothesis testing table:

Table 10. Summary of Hypothesis Result

Hypothesis	Remark
H1: Price (X1) has a significant effect on Purchase Decision (Y)	Rejected
H2: Advertising (X2) has a significant effect on Purchase Decision (Y)	Accepted
H3: Product Quality (X3) has a significant effect on Purchase Decision (Y)	Accepted

Source: Data processed by Smart PLS (2024)

Based on the results of hypothesis testing regarding the impact of price on the purchase decision of Converse shoes, it has been demonstrated that price does not have a significant direct influence. The number of consumers purchasing Converse shoes is not solely based on price as the primary factor in their decision-making. Price is not the main reason for respondents to buy Converse shoes, as consumers consider various factors to ensure that the product aligns with their preferences. Product quality is more prioritized by consumers, and the appeal of well-crafted advertising further attracts them to Converse shoes. This finding aligns with the research conducted by Fiana & Hartati (2023), which also found that price does not significantly influence purchase decisions.

The hypothesis testing results also suggest that advertising has a significant impact on purchase decisions. Advertising is a crucial marketing strategy for a company's success. Engaging advertisements can influence consumers to pay attention to and absorb the information presented by the company about the products offered. As a result, consumers are more likely to make purchase decisions. However, product quality must be complemented by effective marketing strategies, including captivating advertisements by the company. If a company fails to influence consumers through its promotional efforts, the product may struggle in the sales process. This is consistent with the findings of Damayanti et al. (2022), who also concluded that advertising significantly affects purchase decisions.

Furthermore, the hypothesis testing confirms that product quality has a significant influence on purchase decisions. This outcome is consistent with the research conducted by Haribowo et al. (2022), which showed that product quality significantly impacts purchase

decisions. High product quality is essential for a company and is a key consideration for consumers when deciding to purchase a product. Companies must deliver quality that meets consumers' expectations and needs by adhering to market quality standards. Ensuring competitive quality is crucial for a company's growth and productivity. When consumers make repeat purchases, it indicates satisfaction with the product quality. Conversely, if consumers do not make repeat purchases, it suggests that the product quality did not meet their expectations.

CONCLUSION

This study aimed to examine the effects of price, advertising, and product quality on the purchase decisions of Converse shoes. The findings reveal that price does not have a significant impact on the purchase decision, indicating that consumers do not prioritize price as the primary factor when buying Converse shoes. Instead, other elements such as product quality and advertising play a more substantial role in influencing purchase decisions. The study confirms that both advertising and product quality significantly influence consumer decisions, underscoring the importance of these factors in marketing strategies for Converse shoes.

However, the research has certain limitations that may have affected the breadth of the findings. The study was limited to only three independent variables: price, advertising, and product quality, while the purchase decision was the sole dependent variable. This limited scope may have restricted the exploration of other potential factors that could influence the purchase decision of Converse shoes. Additionally, the data collection was constrained by a sample size of 100 respondents and was conducted within a limited time frame, which may have affected the depth of the insights gathered. The geographical limitation to the Jabodetabek area also means that the findings may not be generalizable to other regions. Furthermore, the study focused only on respondents aged 18-30 years, potentially limiting the applicability of the results to a broader age range.

Despite these limitations, the study contributes to a deeper understanding of the factors influencing consumer behavior in the context of footwear purchases. It highlights the critical role of advertising and product quality in shaping consumer preferences and decisions, offering valuable insights for marketers and product developers in the footwear industry. These findings emphasize the need for companies to invest in high-quality products and effective advertising strategies to enhance their competitive advantage in the market.

The recommendations derived from this study suggest several strategic actions for Converse to enhance their competitive position in the market. First, Converse should maintain its current pricing strategy, as the loyalty of its customers indicates that they value the brand despite the higher prices compared to similar local products. Furthermore, Converse is encouraged to expand its collaborations with trending public figures, as such partnerships can significantly increase consumer interest and positively influence purchase decisions. Additionally, the company should focus on innovating its shoe designs to better captivate consumer interest and meet evolving market preferences. It is also recommended that Converse carefully monitor and respond to competitive dynamics within the footwear industry to strengthen its market position, ensuring that customers remain confident in choosing Converse products over others. For future researchers, it would be beneficial to explore additional variables, such as brand image and brand loyalty, to provide a more comprehensive understanding of factors influencing purchase decisions.

REFERENCES

Arianto, E., & Budiarti, A. (2019). Pengaruh Harga, Kualitas Produk dan Iklan terhadap Keputusan Pembelian Burger King. Jurnal Ilmu Dan Riset Manajemen (JIRM), 8(11).

Astuti, W. S., Reny, A., Tandiono, D., & Calvin, C. (2023). Harga, Promosi, Ulasan dan Foto Produk terhadap Keputusan Pembelian E-Commerce. Journal of Management and Bussines (JOMB), 5(1), 159–176.

Brown, K. M., & Brison, N. T. (2018). A Tale of Two Trademarks: A US Analysis of the Protection Strategies of adidas and Converse. Entertainment and Sports Law Journal, 16(0), 1–6. https://doi.org/10.16997/eslj.214

Damayanti, N. P. A., Mitariani, N. W. E., & Imbayani, I. G. A. (2022). Pengaruh Brand Image, Iklan dan Persepsi Harga terhadap Keputusan Pembelian Pada Online Portal Traveloka Di Kota Denpasar. EMAS, 3(1), 143–153.

Effendy, E., Aulia, N., Alhikmah, N., & Anasta, B. (2023). Fungsi Periklanan Sebagai Alat Pengembangan Dakwah Pada Media Sosial. Jurnal Ilmiah Wahana Pendidikan, 9(4), 405–412.

Fajar, M. R., Suhud, U., & Febrilia, I. (2023). Analisis Variabel-Variabel Yang Memengaruhi Keputusan Pembelian Konsumen di Pameran Sepatu Jakarta Sneakers Day. SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi, 1(5), 1249–1270.

Fiana, E. O., & Hartati, R. (2023). Pengaruh Kualitas Produk, Harga dan Lokasi terhadap Keputusan Pembelian (Studi pada Rumah Makan "Mie Gacoan" di Daerah Istimewa Yogyakarta). Cakrawangsa Bisnis: Jurnal Ilmiah Mahasiswa, 3(2), 149–164.

Garba, T. (2015). Basic Issues in Quantitative Methods of Data Collection and Analysis: Study Guide for Students and Researchers. Department of Economics, 37. http://oer.udusok.edu.ng:8080/xmlui/bitstream/handle/123456789/773/Prof. Tukur Garba%2C Quantitative Methods of Data Collection and Analysis%2C UDUS.pdf?sequence=1&isAllowed=y

Ghozali, I. (2018). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 (9th ed.). Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2020). Aplikasi Analisis Multivariate dengan Program IBM SPSS 21. Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2021). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26 (10th ed.). Badan Penerbit Universitas Diponegoro.

Ghozali, I., & Latan, H. (2015). Konsep, Teknik, Aplikasi Menggunakan. Smart PLS 3.0 Untuk Penelitian Empiris. Badan Pernerbit Universitas Diponegoro.

Ghozali, I., & Latan, H. (2020). Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 (2nd ed.). Badan Penerbit Universitas Diponegoro.

Giesen, A. (n.d.). Notes Toward a Sneaker Theory. 1–169.

K. Krishnakumar & K., & Radha. (2014). a Study on Relevance Factor in Effectiveness of Television Advertisements on Consumer Purchase Decision in Salem District. International Journal of Business and Administration, 1(2), 23–30.

Haribowo, R., Tannady, H., Yusuf, M., Wardhana, G. W., & Syamsurizal, S. (2022). Analisis Peran Social Media Marketing, Kualitas Produk dan Brand Awareness Terhadap Keputusan Pembelian Pelanggan Rumah Makan Di Jawa Barat. Management Studies and Entrepreneurship Journal (MSEJ), 3(6), 4024–4032. 77

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A New Criterion For Assessing Discriminant Validity In Variance-Based Structural Equation Modeling. Journal of the Academy of Marketing Science, 43(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8

Hidayat, R. R., & Rayuwanto, R. (2022). Pengaruh Harga dan Kualitas Produk terhadap Keputusan Pembelian. Keizai : Jurnal Kajian Ekonomi, Manajemen, & Akuntansi, 3(2), 105–116.

Kamila, & Hartono, B. (2022). Pengaruh Kualitas dan Brand Image terhadap Keputusan Pembelian Produk Sepatu ConversE. TRANSEKONOMIKA: AKUNTANSI, BISNIS DAN KEUANGAN, 2(6), 401–412.

Karim, M. N., Panorama, M., & Maulana, C. Z. (2023). Analisis Peran Iklan dan Keamanan Aplikasi Sistem terhadap Keputusan Pembelian dengan Kepercayaan sebagai Variabel Intervening pada Customer E-Commerce Shopee di Kota Palembang. Jurnal Intelektualita: Keislaman, Sosial Dan Sains, 12(1), 133–137.

Lestari, R. W., & Wahyuati, A. (2020). Pengaruh Citra Merek, Kualitas Produk dan Harga terhadap Keputusan Pembelian Sepatu Conversepada Mahasiswa STIESIA Surabaya. Jurnal Ilmu Dan Riset Manajemen (JIRM), 9(7).

Limakrisma, N., & Purba, T. P. (2017). Manajemen Pemasaran: Teori dan Aplikasi dalam Bisnis (2nd ed.). Mitra Wacana Media.

Maramis, F. S., Sepang, J. L., & Soegoto, A. S. (2018). Pengaruh Kualitas Produk, Harga dan Kualitas Pelayanan terhadap Kepuasan Konsumen Pada PT. Air Manado. In Jurnal EMBA (Vol. 6, Issue 3).

Mackinney-Valentin, M. (2014). Mass-individualism: Converse All Stars and the paradox of sartorial sameness. Clothing Cultures, 1(2), 127–142. https://doi.org/10.1386/cc.1.2.127_1

Muslimin, M., Yasmir, Y., & Jesika, S. (2021). Pengaruh Harga, Iklan dan Kualitas Produk Terhadap Keputusan Pembelian Smartphone Realme di Kota Muara Bungo. Jurnal Administrasi Sosial Dan Humaniora, 5(2), 110–120.

Mweshi, G. K., & Sakyi, K. (2020). Application of sampling methods for the research design. Archives of Business Research, 8(11), 180–193. https://doi.org/10.14738/abr.811.9042

Nijhof, A., Forterre, D., & Jeurissen, R. (2008). Managing legitimacy issues in global supply chains: The case of the athletic footwear industry. Corporate Governance, 8(4), 506–517. https://doi.org/10.1108/14720700810899239

Palupi, D. B., Amir, I. T., & Laily, D. W. (2023). Pengaruh Harga, Kualitas Produk dan Iklan Terhadap Keputusan Pembelian Produk Mie Instan Lemonilo (Studi Kasus Pada Konsumen Mie Lemonilo di TOP Swalayan Pare Kediri). Jurnal Pertanian Agros, 25(3), 1900–1910.

Panjaitan, N. H., Maulida, S., & Aisyah, S. (2022). Sosialisasi Pentingnya Inovasi Produk Pada Filter Coffee dan Pelatihan Inovasi Produk. Majalah Ilmiah Pelita Ilmu, 4(1), 35–50.

Ramadhan, A. Z., & Kurniawan, R. (2022). Meningkatkan Brand Awareness Melalui Strategi Kolaborasi Studi Kasus Brand Lokal Aerostreet. 82

Saputra, M., & Putra, D. A. W. (2021). Pengaruh Harga, Iklan dan Kualitas Produk terhadap Keputusan Pembelian Layanan Internet Telkomsel. Keizai : Jurnal Kajian Ekonomi, Manajemen, & Akuntansi, 2(2), 59–70.

Setiawan, S., & Tan, P. H. P. (2021). Pengaruh Stres Kerja, Lingkungan Kerja dan Kebijakan Kehidupan Kerja terhadap Turnover Intention Pada Rumah Sakit Di Kota Jakarta Pusat. Fair Value: Jurnal Ilmiah Akuntansi Dan Keuangan, 4(Spesial Issue 2), 657–671.

Sugiyono. (2019). Metode Penelitian Kuantitatif dan Kualitatif dan R&D. Alfabeta.

Tali, D., Uzir, M. U. H., Maimako, L. N., Eneizan, B., Latiff, A. S. A., & Wahab, S. A. (2021). The impact of innovation competitive advantage on product quality for sustainable growth among SMES: An empirical analysis. International Journal of Business Science and Applied Management, 16(3), 39–62.

Tjiptono, F., & Chandra, G. (2017). Variable Yang Mempengaruhi Kepuasan Konsumen.

TOP BRAND INDEX. (2023). Top Brand Index Kategori Sepatu Casual pada Tahun 2015 - 2022 [Sumber data]. Diperoleh dari https://www.topbrandaward.co

Wolf, S., Simon, J., Patikas, D., Schuster, W., Armbrust, P., & Döderlein, L. (2008). Foot motion in children shoes—A comparison of barefoot walking with shod walking in

conventional and flexible shoes. Gait & Posture, 27(1), 51–59. https://doi.org/10.1016/J.GAITPOST.2007.01.005