



## ANALYSIS OF AFFECTING FACTORS ON PURCHASE DECISION OF SPORT SHOES "FAKE PRODUCT" OF GOLD'S GYM CONSUMERS IN WEST JAKARTA

Christina Catur Widayati<sup>1</sup>, Sarton Sinambela<sup>2</sup>, Magito Magito<sup>3</sup>, Khilyatin Ikhsani<sup>4</sup>

<sup>1</sup> Faculty of Economics and Business, Universitas Mercu Buana University, Indonesia

<sup>2</sup> Faculty of Economics, Universitas Mpu Tantular, Indonesia

<sup>3</sup> Faculty of Economics and Business, Universitas Mercu Buana University, Indonesia

<sup>4</sup> D1 Taxation Study Program of PKN STAN, Indonesia

Corresponding Author: [catur.widayati@mercubuana.ac.id](mailto:catur.widayati@mercubuana.ac.id) / [christinewijaya73@yahoo.co.id](mailto:christinewijaya73@yahoo.co.id)

**Abstract:** *The purpose of this study is to find out the factors which affect on purchase decision of fake (non-genuine) Nike sports shoes. Data analysis generally confirms the structural relationship of all variables, namely price and country of origin on brand image and its impact on purchase decision for fake (non-genuine) Nike shoes. This research was conducted on Gold's Gym consumers in the city area of West Jakarta with a sample size of 130 respondents. The data analysis method used in this study is the Component or Variance Based Structural Equation Model where the data processing used Partial Least Square (Smart-PLS) version 3.2.9. The results show that all hypotheses can be accepted, except for the third hypothesis, which indicates that the country of origin does not effect on purchase decision.*

**Keywords:** Brand image, Price, Country of Origin, Purchase Decision

### INTRODUCTION

Nowadays, the developments of fashion are growing rapidly, one of them is shoes. Currently, shoes have become one of the fashion needs which play an important role as well as clothes. Various models of shoes with unique and beautiful trends have emerged, such as formal style models that had become a trend and were used by women and men to come to formal or non-formal events. However, for daily activities, the shoes which are usually used are casual or sporty shoe models where the shoe model is designed to be as comfortable as possible to be used in any condition.

Nike, Inc. is shoes company, clothing, and sporting goods from United States of America which is one of the largest companies in the world. They are best known for sponsoring some of the most famous sportsmen in the world. Nike is a casual or sporty shoe brand that is in great demand by all groups for sports activities. Nike sports shoes and apparel products are easily identified by the company's signature logo, the "swoosh" tick, and the "Just Do It" slogan.

Based on the results of the top brand award from 2016-2019, it shows that with the increasing sales of Nike shoes every year make Nike brand image in Indonesia is getting better. As the result, many companies want to take advantage by producing or selling shoes whose quality is not in accordance with company standards or are called fake shoes. The demand for counterfeit goods is mainly driven by prices that are cheaper than the price of origin. For consumers who have moneyless to buy the original product, counterfeit goods can be substituted for the original goods. (Chiu and leng, 2016).

Country of Origin (COO) and brand image are often considered by potential customers before they make purchase decision. The perception of COO and a good brand image will increase consumer confidence in these products so that they can affect purchase decision. The image of country origin of a brand can be an additional value for a brand. Every country in the world also has a different image in society. The better the perception of a country, the better the perception of the brand. An improved brand image will make it easier for the potential consumers to make purchase decision. (Fadhiilah and Sunarti, 2018).

Besides having good product quality, Nike shoes are also considered in purchase decision of consumers. Prices lead to various interpretations in the eyes of consumers. Price is one of the important thing of company success, because it determines how much profit the company will get from selling its products in the form of goods or services. Setting the price expensive will affect the decrease of sales, but if the price is cheap will reduce the profit of organization (Brata, BH, Husani, S., & Ali, Hapzi, (2017). Purchase decision by consumers are decisions that involve the perception of brand image and price. Consumers not only use price as an indicator of quality but also as an indicator of costs in exchange for product benefits (Setiawati and Tyas, 2014).

Consumer behavior is an important element in the marketing activities of a product. This absolutely needs to be known by a manufacturer or company, because producers must have the right analysis to find out what consumer will considers the time before, after, and post-purchase products, both origin and fake (Pieter, 2018). In general, consumer decision-making on product selection is not only through considerations of quality but also from several other things.

The more artificial Nike shoes are sold in Indonesia, the higher of use the Nike shoes in sports. Thus, this study proposes and examines how the price perceptions and country of origin affect brand image and its impact on purchase decision. This study focuses on price perceptions and country of origin with the brand image of these artificial shoes and the impact of consumers on purchase decision for these shoes.

## **LITERATURE REVIEW**

### **Country of Origin**

Kotler and Keller (2012) stated that the perception of Country of Origin is a mental association and belief triggered by a State. Consumers have different attitudes and beliefs towards brands from different countries. These perceptions may affect the attributes in the decision-making process. Brands that are successful in the global market place credibility and respect for their consumers. According to Listiana and Elida (2014), country of origin is defined as the country where head office of a product or brand marketing company is located.

Previous research conducted by Simamora, Sari, and Haryanto (2008) stated that there is a positive relationship between country of origin and brand image. In this study, it is concluded that there is an influence between the country of origin and brand image on the

product and non-product dimensions. Another study conducted by Veranita (2009) stated that country of origin influences perceptions of quality significantly.

### **Price**

Kotler & Armstrong (2016) defined that: "Price is an amount of money issued for a product or service or an amount of value exchanged by consumers for benefits or ownership or use of a product or service.

According to Kotler (2012), price is the amount of money that is charged or imposed on a product or product. In other words, price is a value that must be exchanged for products that consumers want. Price is the only element that generates revenue while other elements generate costs. Price is one of the most flexible elements, prices can be changed quickly.

According to Liu and Jang (2009), price is an element that influences people to convey information by word of mouth to others. If people get a fair price, it will satisfy them and they will go to that shopping place again. Product prices can make or break the quality of the product. Fair prices will make customers frequent shopping places (Widayati, et al., 2020). If consumers think the restaurant is charging with expensive prices, it will damage the reputation. According to Kotler, Bowen & Makens (2013), price is the amount of money charged for goods or services or the amount of value that consumers exchange for the benefit of owning or using the product or service.

### **Brand Image**

Brand Image is a representation of the overall perception of a brand and is formed from information and past experiences with that brand. The image of a brand is related to attitudes in the form of beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make purchases. According to Simamora (2004), in Permana and Haryanto's research (2014) brand image is a requirement for a strong brand. The brand image that is formed must be clear and have advantages when compared to its competitors. When the differences and advantages of a brand are compared to other brands, the brand position emerges. If a company already has a good brand image and has implanted that brand image into the minds of its consumers, companies do not need to bother looking for who is the customer. With a good brand image, consumers will be sure of the brand and will use products from that brand.

According to Sangadji and Sopiah (2013) brand image is an association that is positive or negative, depend on one's perception of the brand, while according to Kotler (2013) brand image is the perception and belief carried out by consumers, as reflected in the associations that occur in consumer memories.

According to (Kotler and Armstrong, 2014) stated that a brand image is a set of beliefs in a brand called a brand image. According to Tjiptono (2011), brand image is a series of associations that are perceived by individuals over time, as a result of direct or indirect experience with a brand.

### **Purchase Decision**

According to Kotler and Armstrong (2014), "Consumer buyer behavior refers to the buying behavior of final consumers - individuals and households that buy goods and services for personal consumption", this definition can be interpreted that purchase decision behavior refers to the final purchasing behavior of consumers. both individuals and households that purchase goods and services for personal consumption. Tjiptono (2016) Purchase decision is

a part of consumer behavior. Consumer behavior is an action that is directly involved in obtaining, determining products and services, including the decision-making process that precedes and follows these actions.

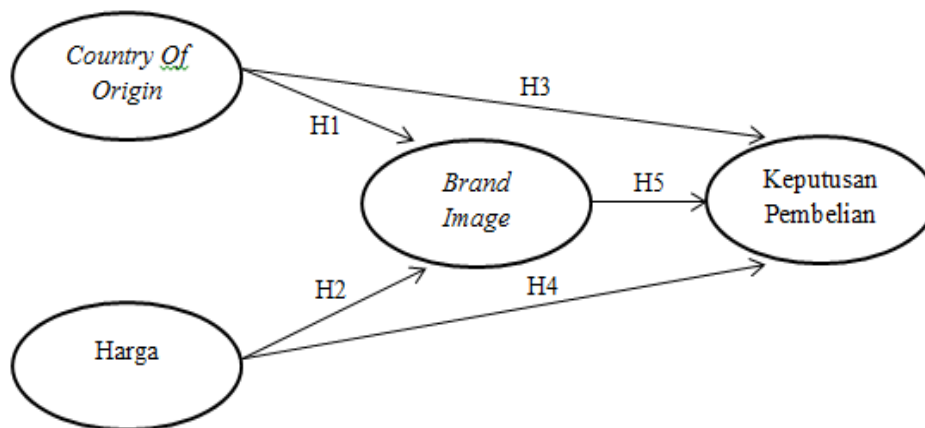


Figure 1. Framework

Hypothesis:

H1: Country of origin has a positive and significant effect on brand image.

H2: Price has a positive and significant effect on brand image.

H3: Country of origin has a positive and significant effect on purchase decision.

H4: Price has a positive and significant effect on purchase decision.

H5: Brand image has a positive and significant effect on purchase decision.

## RESEARCH METHODS

This research begins by identifying the problem to be studied, formulating and defining the problem, conducting library research by studying reference books and previous research results, determining hypotheses that are temporary answers to the problems to be studied, determining data collection methods, determining analysis methods, and conclude the research results. This research process takes time from December 2019 to February 2020. The object of research in this study is Gold's Gym consumers in the city area of West Jakarta. The data analysis method used in this study was the Component or Variance Based Structural Equation Model where the data processing uses Partial Least Square (Smart-PLS) version 3.2.9.

### Sampling and Data Collection

The sample population for this study was Gold's Gym customers who have been active members for more than one year. There are 26 parameters used to take measurements in this study. From the sample measurement criteria, it can be calculated that the minimum sample size used is 5 respondents for each indicator. Determination of the sample size of the population based on the implied analytical tool used. The guideline is 5 - 10 times the number of parameters estimated (Hair et al 2010). Samples are selected through the use of random samples. The total sample of this study was 130 respondents.

The measurement scale used in this study is the Likert scale. Sugiyono (2016) suggests the Likert Scale is a method used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. With a Likert scale, the variables to be measured are translated into variable indicators. Then the indicator is used as a starting point for arranging instrument items that can be in the form of statements or questions. The Likert scale uses five levels of answers, namely using 5 points ranging from 1 = strongly disagree to 5 = strongly agree.

## RESULTS AND DISCUSSION

### Respondent Profile

**Table 1. Profile of Respondents (N = 130)**

Demographic Variables	Percentage
Gender	
Male	55.4
Female	44.6
Age (years)	
18-24	23.1
25-34	32.3
35-44	30.0
≥45	14.6
Income Level	
<2 million	8.6
2 - 5 million	36.7
5 - 8 million	39.9
> 8 million	14.8

Demographic profiles of study participants are presented in Table 1. The sample consisted of 55.4% male and 44.6% female. The majority of respondents aged over 25 to 44 years comprised the two largest age groups (32.3% and 30% respectively). The majority of Gold's Gym consumers in the West Jakarta area are middle to the upper class.

**Table 2. Descriptive Test of Country of Origin Variables**

Indicator	Mean	Stdev
Image of country of origin of brand	3,566	0.662
The level of technology advancement of the country of the brand	3,500	0.538
Innovation of the country of origin of the brand in production	4,010	0.479
The level of prestige the country of origin of the brand has	3,677	0.782

Based on Table 2, it can be seen that the instrument for the brand image variable which has the highest mean value is found in the indicator "Innovation of the country of origin of the brand in production" which is 4.01 with a standard deviation value of 0.479, while the lowest mean value is found in the indicator "The level of technology advancement in the country of origin of the brand". which is equal to 3.50 with a standard deviation value of 0.538.

**Based Table 3. Descriptive Test of Price Variables**

Indicator	Mean	Stdev
High low prices	4,534	0.764

Price comparison	3,590	0.689
Seasonal discounts	4,159	0.651
Member discount	3,434	0.531
Surprise discount	4,200	0.553

on Table 3, it can be seen that the instrument for the price variable that has the highest mean value is found in the indicator "High and low price" which is 4.53 with a standard deviation value of 0.764, while the lowest mean value is found in the indicator "Price comparison". Which is equal to 3.59 with a standard deviation value of 0.689.

**Table 4. Descriptive Test of Brand Image Variables**

Indicator	Mean	Stdev
Maintain consistency and product quality	3,600	0.494
Has the latest facilities	4,135	0.468
Promote products through various media	4,427	0.553
Products can be consumed by all people	4,590	0.492
Provide the best product quality	3,771	0.538
Deliver the appropriate product.	4,083	0.677

Based on Table 4, it can be seen that the instrument for brand image variables which has the highest mean value is found in the indicator "Products can be consumed by all people " which is 4.59 with a standard deviation value of 0.492, while the lowest mean value is found in the indicator "Maintain consistency and product quality " which is 3.60 with a standard deviation value of 0.494.

**Table 5. Descriptive Test of Purchase Decision Variables**

Indicator	Mean	Stdev
Internal and external stimuli.	3,627	0.575
Looking for information through the media and the internet	3,500	0.598
Search for information through friends and family	3,614	0.487
Identify existing products	4,024	0.676
Evaluating known products with unknowns	3,566	0.662
Purchase a product with existing benefits	4,108	0.538
The need for the product	4,711	0.479
Interest in buying products again	4,506	0.782
Refer to friends and family	4,482	0.734
Feedback of positive about the product	3,663	0.882

Based on Table 5, it can be seen that the instrument for purchase decision variable that has the highest mean value is found in the indicator "Need for products" which is 4.71 with a standard deviation value of 0.479, while the lowest mean value is in the indicator "Searching for information through the media and the internet." which is equal to 3.50 with a standard deviation value of 0.575.

## Evaluate the Measurement (outer) Model

### a. Convergent Validity Test Results

Convergent Validity testing of the measurement model with reflexive indicators is assessed based on the correlation between the item score or component score with the construct score calculated by PLS. Individual indicators are considered valid if they have a

correlation value above 0.70. However, in scale development research, the loading factor of 0.50 to 0.60 is still acceptable.

**Table 6. Convergent Validity Respondents (N = 130)**

Indicator	Outer Loading
<b>Country Of Origin</b>	
Image of country of origin of brand	deleted
The level of technology advancement of the country of the brand	0.725
Innovation of the country of origin of the brand in production	0.773
The level of prestige the country of origin of the brand has	0848
<b>Price</b>	
High low prices	0.732
Price comparison	0.543
Seasonal discounts	0.718
Member discount	0.837
Surprise discount	0848
Event discount	0836
<b>Brand Image</b>	
Maintain consistency and product quality	deleted
Has the latest facilities	0.623
Promote products through various media	0.845
Products can be consumed by all people	0831
Provide the best product quality	0.535
Deliver the appropriate product.	0.591
<b>Purchase Decision</b>	
Internal and external stimuli.	0.874
Looking for information through the media and internet	0.784
Search for information through friends and family	0.596
Identify existing products	deleted
Evaluating known products with unknowns	deleted
Purchase a product with existing benefits	0.632
The need for the product	0.649
Interest in buying products again	0817
Refer to friends and family	0846
Feedback of positive about the product	0.626

The results of the modification of the convergent validity test in Table 6. It can be seen that all indicators have met the convergent validity because they have a loading factor value above 0.50.

## b. Result of Discriminant Validity Testing

Discriminant validity testing is a reflective indicator that can be seen in the cross-loading between the indicator and the construct. An indicator can be declared valid if it has the highest loading factor for the intended construct compared to the loading factor for other constructs. Thus, latent constructs predict indicators in their block better than indicators in other blocks.

**Table 7. Results of Discriminant Validity (Cross Loading) Testing**

	Country of origin	Brand Image	Price	Purchase Decision
CO2	0.725	0.596	0.434	0.632
CO3	0.773	0.711	0.700	0.649
CO4	0848	0.550	0.662	0817
BI2	0.375	0.623	0.391	0.590
BI3	0.578	0.845	0.748	0.567

BI4	0.574	0831	0.736	0.658
BI5	0.473	0.535	0.468	0.330
BI6	0.475	0.591	0.505	0.541
H1	0.706	0.625	0.732	0.671
H2	0.424	0.477	0.543	0.496
.H3	0.644	0.602	0.718	0.572
H4	0.606	0.708	0.837	0.574
H5	0.578	0.845	0848	0.567
H6	0.574	0831	0836	0.658
KP1	0.678	0.743	0.647	0.874
KP2	0.554	0.688	0.534	0.784
KP3	0.475	0.528	0.415	0.596
KP6	0.625	0.596	0.434	0.632
KP7	0.573	0.511	0.600	0.649
KP8	0.748	0.550	0.662	0817
KP9	0.767	0.697	0.771	0846
KP10	0.470	0.515	0.575	0.626

From Table 7, it can be seen that the correlation of the variable construct with each indicator is higher than the correlation of the indicator with other constructs. Another method for seeing discriminant validity is by looking at the square root of average variance extracted (AVE) value of each construct with the correlation between constructs and other constructs in the model, so it can be said to have good discriminant validity.

**Table 8. AVE Test Results**

Variable	AVE
Country of Origin	0.614
Price	0.578
Brand Image	0.586
Buying decision	0.541

**Table 9. Test Results for Discriminant Validity (Fornell Lacker Criterium)**

	Brand Image	Country of Origin	Price	Purchase Decision
Brand Image	0.766			
Country of Origin	0.717	0.783		
Price	0.711	0.748	0.760	
Purchase Decision	0.643	0.697	0.722	0.736

From Tables 8. and 9. it can be concluded that the square root of the average variance extracted ( $\sqrt{AVE}$ ) for each construct is greater than the correlation between one construct and the other constructs in the model. The AVE value is based on the table above, it can be concluded that the constructs in the estimated model meet the criteria for discriminant validity.

### c. Composite Reliability and Cronbach's Alpha Testing Results

Testing composite reliability and Cronbach's alpha aims to test the reliability of the instruments in a research model. If all latent variables have a composite reliability value or Cronbach's alpha  $\geq 0.7$ , it means that the construct has good reliability or the questionnaire used as a tool in this study has been reliable or consistent.



**Table 10. Composite Reliability and Cronbach's Alpha Test Results)**

	Cronbach's Alpha	Composite Reliability
Country of Origin	0.786	0.826
Price	0.847	0.889
Brand Image	0.724	0.820
Purchase Decision	0.875	0.902

Based on Table 10, the test results of composite reliability and Cronbach's alpha show a satisfactory value, because all latent variables have a value of composite reliability and Cronbach's alpha  $\geq 0.70$ . This means that all latent variables are said to be reliable.

### Structural Model Testing or Hypothesis Testing (Inner Model)

Inner model testing is the development of a concept and theory-based model to analyze the relationship between exogenous and endogenous variables that have been described in a conceptual framework. The test steps for the structural model (inner model) are as follows:

#### a. Results of Testing the R-square Value

Seeing the R-square value which is a goodness-fit model test.

**Table 11. Value R<sup>2</sup> Endogenous Variables**

Endogenous Variables	R-square
Brand image	0.830
Purchase Decision	0.890

The structural model indicates that the model on the variable brand image and purchase decision can be said to be strong because it has a value above 0.67. The model of the influence of the independent latent variables on the brand image R-square value is 0.830 which can be interpreted that the variability of the brand image construct which can be explained by the variability of country of origin and price is 83%, while 17% is explained by other variables outside the study. Likewise, the influence of the independent latent variable on purchase decision, the R-square value is 0.890, which can be interpreted that the variability of the purchase decision construct which can be explained by the variability of country of origin, price, and brand image is 89%, while 11% is explained by other variables outside the one under-study.

#### b. Hypothesis Testing Results (Estimated Path Coefficient)

The estimated values for the path relationships in the structural model must be significant. The significance value of this hypothesis can be obtained by the bootstrapping procedure. Seeing the significance of the hypothesis by looking at the value of the parameter coefficient and the value of the T-statistic significance in the algorithm bootstrapping report. To determine whether it is significant or not, it can be seen from the T-table at alpha 0.05 (5%) = 1.96, then the T-table is compared with the T-count (T-statistic).

**Table 12. Path Coefficient (Bootstrapping)**

Hypothesis	Bootstrapping	
	T-Statistics	P-Value
Country of origin → Brand image	2,186	0.003
Price → Brand image	7,849	0.000
Country of origin → Purchase Decision	1,650	0.355
Price → Purchase Decision	2,926	0.001
Brand image → Purchase Decision	4,303	0.000

Source: PLS Output (2020)

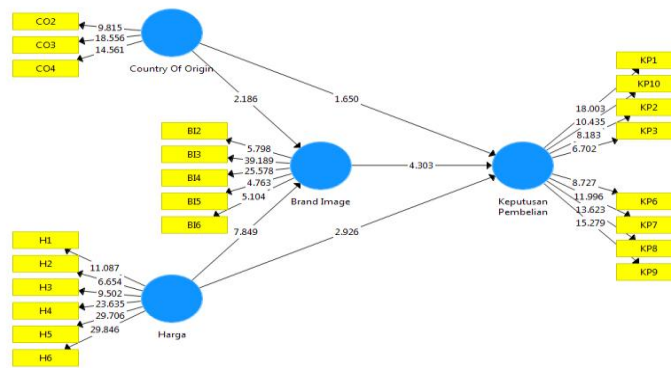


Figure 2. Respondent Bootstrapping Test Results (N = 130)

## Discussion

### 1. Country of origin has a positive effect on brand image.

The image of Vietnam as the country of origin of Nike which is not authentic has a positive image in this study, this is supported by the answers of respondents who answered agree to the items of the country of origin statement submitted by the researcher, such as the country's technological progress, workforce creativity, and the level of prestige that another brand's home country has. In the results of this study, it was found that respondents who were consumers of Nike shoes strongly believed that Vietnam as the country of origin was a country with a high level of technological progress and the latest innovation. This is shown in the assessment of the instrument, the brand image variable which has the highest mean value is found in the indicator "Innovation of the country of origin of the brand in production" which is equal to 4.01 with a standard deviation value of 0.479. Respondents' confidence in the country of Vietnam increased the respondent's positive view of Nike shoes from Vietnam, causing a high image of the Nike shoe brand in the eyes of respondents. This research supports the research that has been conducted by Chiu and leng, (2016); Permana, MS, and Haryanto, JO (2014) and Simamora, et al., (2008).

### 2. Price has a positive effect on brand image.

In this study, it shows that if the price of shoes from a country is high or has increased, then the brand image of the goods will increase. Coefficient of value positive and significant, which indicates that the price has a significant effect on the brand image. Thus, the higher the price, the higher it is brand image or the brand is getting famous. Products that are priced accordingly and are attractive can captivate the hearts of consumers and make these products different in the minds of consumers. This differentiator will be a positive value for these products in introducing their brand to the public. With the right and attractive price, it will certainly make it easier for consumers to recognize the product and also form a positive brand image in the community. In addition, the appropriate and attractive prices offered by producers will encourage consumers to continue to buy and use these products. With a price that is considered appropriate by consumers, a positive perception will be formed for the brand in the community. The formation of a brand image will create added value and help the company to achieve its goals.

### **3. Country of origin does not have the effect on purchase decision.**

In this study, the Country of Origin of fake (not genuine) Nike shoes had no effect on purchase decision. This can be due to the fact that the respondents in this study had already used other brands of shoes before. Respondents like this have characteristics that prioritize the advantages and comfort of products that suit their needs compared to the Country of Origin of these products, such as the existence of the latest and more contemporary models. This study is in line with Setianingsih's (2016) study which did not find any influence of country of origin on one's purchase decision.

### **4. Price has a significant positive effect on purchase decision.**

Price is the amount of money charged or charged for a product or service. The policy regarding prices is only temporary, meaning that producers must follow price developments in the market and must know the company's position in the overall market situation. Simamora (2003) Prices are directly related to income and profit. Price is the only element of the marketing mix that generates income for the company, which in turn affects the size of the profits and the market share that is obtained. Consumers choose a product, of course, consider the price of the product. Consumers choose a product because they really want to feel the value and benefits of the product because they see the opportunity to have the product at a lower price than usual so that it is more economical. The more the price of a product increases, the purchase power or consumer purchase decision will decrease and vice versa with a lower price, the purchase power of consumers increases, and consumer purchase decision will increase. But the results of this study indicate that price has a significant positive effect on purchase decision. This means that every time there is an increase in price, consumer purchase decision will increase.

In this case, especially the Nike shoe product prices that are not genuine (fake) are not classified as expensive or cheap, but in accordance with the quality of the shoes, and with a model that looks like 90% of the original product, consumers have a high purchase decision on these counterfeit goods. With prices that are relatively far below the original product, it supports consumers to make purchases of these counterfeit products. These results are consistent with research conducted by Fernando and Aksari (2018), Eveline, Handoyo, and Listyorini (2012) stated that price has a positive and significant effect on consumer purchase decision.

### **5. Brand image has a positive effect on purchase decision**

This means that everytime the image quality increases, the consumer's purchase decision of Nike products will increase, or with a good brand image, consumers will have more confidence in the Nike brand image so that many people choose it. A consumer will definitely make a decision to buy with a variety of existing considerations. The brand image of Nike shoes in society is positive, so many people like and choose Nike shoes. Consumers choose Nike brand shoes due to various considerations such as good shoe quality, attractive models and consumers are satisfied with their use, as well as the similarity to the original product. With a good brand image of Nike shoes, it can increase consumer purchase decision.

The results of this study support the research of Fure., *et al.*, (2015) which found that Brand Image has a positive and significant effect on consumer purchase decision. Thus the quality of the product can be said to be able to influence consumer purchase decision. The better the quality of a product, the consumer's purchase decision will experience an increase and vice versa if the product offered is of less good quality, the consumer's purchase decision for a product will decrease.

## CONCLUSIONS AND SUGGESTIONS

### Conclusion

Based on the research results, it can be concluded as follows: (1) Country of origin has a positive effect on brand image. This means that if the country of origin is known for its good quality, it will increase the brand image of the item.; (2) Price has a significant and positive effect on brand image. This means that if the price is expensive, the brand image will increase and become famous.; (3) Country of origin does not have the effect on purchase decision. This means that the country of origin does not affect the high or low level of purchase decision on an item, because the purchase decision is influenced by other factors.; (4) Price has a significant and positive effect on purchase decision. This means that if the price is expensive, will affect the increase of purchase decision, especially in this case of fake (non-genuine) Nike brand shoes.; (5) Brand image has a positive effect on purchase decision. This means that if the brand image of an item is good or well-known among the public, it will increase purchase decision of consumers.

**Suggestion.** The country of origin should improve its technology to increase consumer trust on purchase decision of local products. Nike company must dare to compete on price while maintaining quality to attract consumers. In addition, Nike company must consistently maintain the quality of products to attract potential customers and existing consumers. Promotion levels should be increased, such as advertising media to improve purchase decision. For further researchers, they must be able to redevelop variables and indicators which have not been used in this research, such as green marketing, marketing strategies, and so on.

### REFERENCES

- Brata, B. H., Husani, S., & Ali, Hapzi, (2017). "The influence of quality products, price, promotion, and location to product purchase decision on Nitchi at PT. Jaya Swarasa Agung in Central Jakarta". *Saudi Journal of Business and Management Studies*, 2(4), 357-374.
- Chiu, Weisheng., dan Leng, Ho Keat. (2016). "Consumer intentions to buy fake sporting goods in Singapore and Taiwan". *Journal of Marketing and Logistics Asia Pacific*, 28 (1), 23-36.
- Erlinta, Kesia Giovani., dan Soesanto, Harry. (2018). "Analisis Pengaruh Harga, Kualitas Produk Dan Positive Word Of Mouth Terhadap Keputusan Pembelian Dengan Brand Image Sebagai Variabel Intervening (Studi Pada Pengguna Iphone Di Fakultas Kedokteran Universitas Diponegoro)". *Diponegoro Journal Of Management*, 7 (4), 1-15. ISSN (Online): 2337-3792
- Fandy, Tjiptono. (2011). *Service Management Mewujudkan Layanan Prima. Edisi 2*. Yogyakarta: Andi.
- Fandy, Tjiptono. (2012). *Strategi Pemasaran, ed. 3*. Yogyakarta: Andi.
- Fernando, Made Fajar; Aksari, Asti, Ni Made (2018). "Pengaruh Kualitas Produk, Harga, Promosi, Dan Distribusi Terhadap Keputusan Pembelian Produk Sanitary Ware Toto Di Kota Denpasar", *E-Jurnal Manajemen*, 7 (1), 441-469
- Fhadiilah, Faris Nur., dan Sunarti. (2018). "Pengaruh *Country Of Origin* Terhadap Citra Merek Dan Dampaknya Pada Keputusan Pembelian". *Jurnal Administrasi Bisnis (JAB)*, 54 (1), 111-119.

- Fure, F., Lopian, J., & Taroreh, R. (2015). "Pengaruh brand image, kualitas produk dan harga terhadap keputusan pembelian konsumen di JCO Manado". *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 3(1).
- Kotler, P., & García De Madariaga, M. J.; Flores Zamora, J.; Bowen, JT & Makens, JC (2013). *Marketing turístico*.
- Kotler, P. dan Keller, K. L. (2013). *Marketing Management 14<sup>th</sup> Edition*. New Jersey: Person Education, Inc.
- Kotler, P., dan Keller, K. L. (2012) *Marketing Management*. New Jersey: Person Education, Inc.
- Kotler, Philip dan Armstrong, Gary, (2014), Principles of Marketin, 12th Edition, Jilid 1 Terjemahan Bob Sabran Jakarta : Erlangga.
- Kotler, Philip and Gary Armstrong. (2016). *Prinsip-prinsip Pemasaran. Edii13. Jilid 1*. Jakarta: Erlangga.
- Leksono, Rafael Billy., dan Herwin. (2017). "Pengaruh Harga Dan Promosi Grab Terhadap Brand Image Yang Mempengaruhi Keputusan Pembelian Konsumen Pengguna Transportasi Berbasis Online". *Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 2(3), 381-390. P-ISSN 2527-7502 E-ISSN 2581-2165.
- Listiana, Erna, dan Sri Syabanita Elida. (2014). "Pengaruh Country Of Brand Dan Country Of Origin Terhadap Asosiasi Merk (Studi Pada Pelanggan Produk Elektronik)". *Media Ekonomi dan Manajemen*, 29 (1), 1-14.
- Liu Y, Jang S., (2009). "Perceptions of chinese restaurant in the US: what affect customer satisfaction and behavioral intention?", *International journal of hospitality management*, 28: 10-17.
- Nela Evelina, Handoyo DW, Sari Listyorini (2012). "Pengaruh Citra Merek, Kualitas Produk, harga, dan promosi terhadap Keputusan pembelian kartuperdana Telkom flexi (Studi kasus pada konsumen Telkom Flexi di Kecamatan Kota Kudus Kabupaten Kudus)". *Jurnal Ilmu Administrasi Bisnis*, 1(1), 203-213.
- Permana, M. S., & Haryanto, J. O. (2014). "Pengaruh Country of origin, Brand Image Dan Persepsi Kualitas Terhadap Intensi Pembelian". *Jurnal Manajemen Untar*, XVIII (03), 365-380
- Pieter, Jhon. (2019). Keputusan Memilih Produk Asli Atau Palsu Produk Industri Di Indonesia. Purwokerto: Universitas Jenderal Sudirman.
- Sangadji, E. M., dan Sopiah. (2013). *Perilaku Konsumen: Pendekatan Prakis Disertai Himpinan Jurnal Penelitian*. Yogyakarta: Penerbit Andi.
- Setianingsih, Wahyuni. (2016). "Pengaruh Country Of Origin, Brand Image, Dan Persepsi Kualitas Terhadap Keputusan Pembelian Oppo Smartphone". *Jurnal Universitas Negeri Yogyakarta*, 1 (1), 1-10.
- Setiawati, Elis., dan Tyas, Ari Anggarani Winadi Prasetyoning. (2014). "Pengaruh Harga Dan Citra Merek Terhadap Keputusan Pembelian Televisi Samsung Di Perumahan Villa Grand Tomang Tangerang". *Prosiding Seminar Nasional Multi Disiplin Ilmu & Call For Papers Unisbank*, ISBN: 978-979-3649-81-8.

- Simamora, Bilson, (2003). *Membongkar Kotak Hitam Konsumen*, Jakarta: Gramedia Pustaka Utama.
- Simamora, B., Sari, H., Haryanto J.O., (2008) "The Influence of 'Product and NonProduct Dimension' and Country of Origin Dimension on Brand Image". *Jurnal Manajemen Teknologi*. 2: 105-124
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet.
- Tjiptono, Fandy., dan Chandra,Gregorius. (2016). *Service, Quality & satisfaction*. Yogyakarta: Andi.
- Veranita, G., (2009). Pengaruh Citra Negara Asal Terhadap Persepsi Kualitas Konsumen. *Skripsi*, Fisip Universitas Indonesia.
- Widayati, C. Catur; Ali, Hapzi, Permana, Dudi; Nugroho, Arissetyanto, (2020). "The Role of Destination Image on Visiting Decisions Through Word of Mouth in Urban Tourism in Yogyakarta", *International Journal of Innovation, Creativity and Change (IJSCM)*, 12 (3), 177-196.