

## INFLUENCE QUALITY PRODUCT, IMAGE BRAND, AND PROMOTION REGARDING THE DECISION TO PURCHASE NIKE SHOES IN JAKARTA EAST

**Dimas Prasetyo Widiatmoko, Subur Karyatun, Kumba Digdowiseiso**

Management Study Program Faculty Economy and Business National University Jakarta,  
Indonesia

Email: [dimasprasetyowidiatmoko@gmail.com](mailto:dimasprasetyowidiatmoko@gmail.com), [Subur.karyatun@civitas.unas.ac.id](mailto:Subur.karyatun@civitas.unas.ac.id),  
[kumba.digdo@civitas.unas.ac.id](mailto:kumba.digdo@civitas.unas.ac.id)

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### Abstract

This study aims to determine the effect of product quality, brand image and promotion on purchasing decisions for Nike shoes in East Jakarta. The population in this study used a purposive sampling technique where the population was taken 100 people with a significance level of 95% and a standard deviation of 25%. This study uses primary data with data collection methods through questionnaires distributed to 100 respondents. The data analysis technique uses multiple linear regression analysis and uses the Statistical Product and Service Solution (SPSS) version 26.0 program. The results showed that product quality had a positive effect significant effect on purchasing decisions for Nike shoes in East Jakarta. Brand image has a positive and significant effect on purchasing decisions for Nike shoes in East Jakarta. Sales promotion has a positive and significant effect on the decision to purchase Nike shoes in East Jakarta.

**Keywords:** *Products Quality, Brand Image, Promotion, and Purchase Decisions*

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## INTRODUCTION

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Competition in the shoe industry is currently increasingly tight. Changes and The development of current market conditions has had such an influence big impact on the strategy that must be determined by the company in its activities introduce and promote product which they offer. Marketing is matter which absolute And must done by company For distribute results production his company form product or service to consumer. Product marketing competition is related to the capabilities of each each manufacturer in managing the management of their products and brands so that own superiority compared to with product other.

At this time, shoes have become one of the products that can support this appearance in activity someone, in particular in circles teenager. Use Shoes with a well-known brand are thought to be able to make someone look more confident and can influence your lifestyle. With reason that's it consumer usually will more see quality product, image brand And suitability with style his life before take decision purchase shoe. Indonesia is a country with a very large population, which become market potential for companies foreign For promote the product. Proven many product foreign which known and liked public compared to local products. This phenomenon gives rise to strong competition between companies foreign For reach superiority compete in world industry in accordance with need And desire consumer. For company foreign in To produce a product, you must know how consumers behave Indonesia.

Product quality is the overall characteristics and properties of a product influential on ability For satisfying need Which stated implied. Quality must be measured through the consumer's perspective on quality product That Alone, so that appetite customer here very influential. So in manage quality something product must in accordance with utility Which desired by consumer. In matter This Which important is guard consistency from output products at the quality level that consumers want and expect. With quality Which Good And Trusted, so product will always embedded in mind customers, because customers are willing to pay a certain amount of money to buy product Which quality.

Quality have meaning very important in decision purchase consumer. If quality product Which generated Good so consumer tend do purchase repeat whereas when quality product No in accordance with the hope that consumers will switch their purchases to product kind other. Often time in mind consumer Already imprinted that product certain companies are much higher quality than competitors and consumer products will buy products that they believe are of higher quality. Although consumers have perception different to product quality, however at least consumers will choose product Which can satisfying his needs.

To attract public interest in purchasing decisions, producers must be able to create products that meet consumer expectations. Where, image brand, price And promotion can influence consumer in decide purchase. Brands, as explained by Chalil (2020), are an important part which give donation for something company. Brand often interpreted as a name, term, sign, symbol or design or a combination of these and addressed For explain goods And service from One consumer to consumer other by differentiating products from competitors. A number of functions and benefits potential can be provided by a brand, including product utility benefits, choice ( *choice* ), innovation, *trustworthiness* , emotional, aesthetic, novelty, identification social and personal identification. Brand image plays an important role in making consumer purchasing decisions, for this reason producers are required to can create a brand with all its benefits and functions. Brand image Which Good And tall will interesting interest And impression Which positive in mind consumer For do purchase. According to Kotler

And Keller in Ike Venessa (2017) "Brand image is the views and beliefs instilled by consumers so that become memory moment hear slogan And embedded in mind consumer".

Kotler and Keller (2009:406) suggest that brand image is something thinking public Which produce perception (view or evaluation personal) towards a company or its products. Product brand image Good ones were certainly not easily obtained by shoe manufacturers at that time now. The tight competition in the shoe business, especially casual shoes, makes manufacturers shoe must consider Lots factor Which capable supports success product. Wrong One factor main Which capable support Product success is in terms of product design. It can be seen that on period now, almost all producer shoe compete For become innovator in facet design product. Shoes Which succeed in market generally have a futuristic design (following the trends/tastes) of young people at that time now. There are many young people who are the target market for casual shoes the reason why product design is a vital factor in production. Clan youth This like product Which unique, different from Which other And trendy. They on generally not enough like product Which design too normal or "not enough trendy". They think that in election shoe, No only just material clothing, but also shows style they.

Kotler & Armstrong (2008:266) define products as everything Which can offered to market For interesting attention, acquisition, use, or consumption Which can satisfying something desire or need. According to Assauri (2010:200) a product is everything that can be offered to market For get attention, owned, used, or consumed, Which covers goods in a way physique, service, personality, place, organization and idea or fruit think. Can concluded that quality product describe so far where ability product the in fulfil need consumer. So that can concluded Where quality product reflects the product's ability to carry out its tasks in order to create decisions the purchase done consumer.

This research shows that brand image and brand awareness have a positive and significant influence on the decision to purchase Nike shoes. Although previous research results show differences in the influence of promotions on purchasing decisions, this research emphasizes the importance of promotions in attracting consumer attention, increasing brand recognition and sales. The East Jakarta area was chosen as the research location because many consumers use Nike shoes for various activities, especially sports. With the title "The Influence of Product Quality, Brand Image and Promotion on the Decision to Purchase Nike Shoes in East Jakarta," this research formulates questions regarding the influence of product quality, brand image and promotion on the decision to purchase Nike shoes. The research objective involves analyzing the impact of each variable on purchasing decisions, with the hope of making a contribution to the company in attracting consumers, literature to universities, and product descriptions to readers.

## **METHOD**

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This research focuses on purchasing decisions for Nike shoes in East Jakarta, with independent variables including product quality, brand image and promotion. Respondents totaling 100 Nike shoe users in East Jakarta were interviewed using a questionnaire. Primary data was obtained from respondents' answers through research instruments (questionnaires), with product quality indicators including durability, suitability, ease of use and product completeness. Brand image is measured through the strength, benefits, and uniqueness of brand associations, while promotion consists of advertising, sales promotion, personal selling, and direct marketing. The sampling method used was probability sampling, with a sample size of 100 respondents. The data collection tool is a Likert scale questionnaire. Data analysis was carried out statistically using IBM SPSS Statistics 26. Classic assumption

tests, such as normality tests, multicollinearity tests, heteroscedasticity tests, and autocorrelation tests, were also carried out. Multiple linear regression tests are used to determine the influence of independent variables on purchasing decisions. The model feasibility test involves the F test, coefficient of determination test ( $R^2$ ), and t test to assess the significance of the influence of the independent variables individually.

## RESULTS AND DISCUSSION

### A. Results Complete Estimate Study

#### 1. Analysis Descriptive

Analysis descriptive quality product, image brand and promotion to decision purchase customer is something analysis which taken from data questionnaire distributed to Nike brand shoe users in East Jakarta. Study this done for now influence quality product, image brand and promotion to decision purchase based on results answer quantitatively with use scale likert.

**Table 1. Instruments Scale Likert**

Statement	Weight Score
Very No Agree (STS)	1
No Agree (TS)	2
Hesitant - hesitant (RR)	3
Agree (S)	4
Strongly Agree (SS)	5

Source: Sugiyono (2018:94)

Based on statement on questionnaire which has submitted to respondent, so obtained various type perception to variable independent that is product quality (X 1), brand image (X 2), and promotion (X 3) to variable dependent that is decision purchase (Y) which each variable different items his statement.

Data analysis in research uses calculation methods statistics using the SPSS program version 26 calculation tool, with results as following:

#### 2. Analysis Descriptive Quality Product (X 1)

The average value of each indicator in the Product Quality variable (X 1) can be seen on table 2 as following:

**Table 2. Total Score Mean Quality Product (X1)**

No	Statement Quality Product (X 1)	Mean
<b>Power Stand Product</b>		
1.	Shoe brand Nike own image quality Power stand Which Good compared to product other.	4.29
<b>Suitability</b>		
2.	I decide buy shoes Nike brand because in accordance with quality Which I want	4.22
<b>Convenience Use</b>		
3.	I buy shoe merek Nike because model Which provided practical used For support activity daily	4.17

<b>Completeness Product</b>	
4. Nike own completeness in various model shoe so that I decide to do purchase	4.12
<b>Total Mean Quality Product (X1)</b>	16.8
<b>Total Average Mean Quality Product (X1)</b>	4.22

Source: Data processed from the results questionnaire, 2022

Based on Table 2, it shows that out of the 100 respondents studied obtained mean quality product (X1) in a way general as big as 4.22, matter This shows that each indicator of the product quality variable is stated to respondents, an affirmative answer was obtained. The highest average value found in the product durability indicator with a mean value of 4.29 state that Shoe brand Nike own image quality Power stand Which Good compared to product other And average mean Lowest there is on product completeness indicator that states that Nike shoes have completeness in various shoe models so I decided to do purchase with mark mean 4.12.

### 3. Analysis Image Description brand (X 2 )

The average value of each indicator in the brand image variable (X 2 ) can be seen in the table 3 as following:

<b>Table 3. Total Score Mean image brand (X2)</b>		
<b>No</b>	<b>Statement image brand (X 2 )</b>	<b>Mean</b>
<b>Proof Physique</b>		
1.	Brand shoe Nike very attached in mind I when want to buy shoe	4.41
<b>Profit Association Brand</b>		
2.	I decide buy shoe brand Nike because selling price return Which relatively stable later day	4.50
<b>Uniqueness Association Brand</b>		
3.	I decide For buy product Nike because own Name And logos Which unique	4.27
<b>Total Mean Image Brand (X2)</b>		13.8
<b>Total Average Mean Image Brand (X2)</b>		4.43

Source: Data processed from the results questionnaire, 2022

Based on table 3, it shows that of the 100 respondents studied The score obtained by the mean brand image (X 2 ) in general is 4.43, this is the case show that every indicator variable image brand Which asked to respondents so obtained answer at least agree. Average The highest mean value is found in the brand association profit indicator stated that consumers decided to buy Nike brand shoes because price sell return Which relatively stable later day with mark 4.50 And flat-flat mean Lowest there is on indicator uniqueness association brand Which stated that consumers decide to buy Nike products because own Name And logos Which unique with mark 4.27.

### 4. Analysis Promotion Description (X 3 )

Average value of each indicator in the promotion variable (X 3 ) can be seen in the table 4 as following:

**Table 4 . Total Score Mean Promotion (X3)**

No	Promotional Statement (X 3 )	Mean
<b>Advertisement</b>		
1.	Advertisement shoe Nike in media social interesting desire IFor do purchase	4.20
<b>Promotion Sale</b>		
2.	I decide buy shoe Nike because internal promotion form discount that often offered	4.25
<b>Sale Personal</b>		
3.	I decided to buy unique shoes because offer Which interesting from SPG in outlets Nike	4.35
<b>Marketing Direct</b>		
4.	I decide buy shoe brand Nike direct in outlets nearest with place I stay	4.41
<b>Total Mean Atmosphere Shop (X3)</b>		17.21
<b>Average Means promotion (X3)</b>		4.35

Source: Data processed from the results questionnaire, 2022

Based on table 4, it shows that out of 100 respondents studied The score obtained by the mean promotion (X 3 ) is generally equal to 4.35, this thing shows that each indicator of the promotional variable asked about the respondent then obtained an answer of at least agree. Average value The highest mean is found in the direct marketing indicator which states decided to buy Nike brand shoes directly at the nearest *outlet* residence with a value of 4.41 and the lowest mean is found at indicator advertisement Which state that advertisement shoe Nike in media social attracts my desire to make purchases with a mean value of 4.20.

#### 5. Analysis Description Decision purchase (Y)

Average value of each indicator in the purchasing decision variable (Y) can seen on table 5 as following:

**Table 5. Total Score Mean Decision Purchase (Y)**

No	Decision Statement Purchase (Y)	Mean
<b>Stability A Product</b>		
1.	After consider quality product, image brand Which Good And promotion Which done, I decide Forbuy shoe brand Nike	4.30
<b>Habit in choose product</b>		
2.	I do purchase because used to inuse shoe brand Nike Because quality Which Good, image attached And discounts given	4.27
<b>Speed in buy product</b>		
3.	When Already through process consideration, I direct go to the outlet / nearest Nike store	4.29
<b>Total Mean Decision Purchase (Y)</b>		12.7

<b>Total Average Mean Decision Purchase (Y)</b>	<b>4.28</b>
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Source : Data processed from the results questionnaire, 2022

Based on table 5 shows out of 100 respondent Which researched The score obtained by the mean purchasing decision (Y) in general is 4.28, This shows that each indicator of the purchasing decision variable is asked by respondents so obtained answer at least agree. Average mark mean highest there is on indicator stability A product stating that after considering the quality of the product, good brand image and promotions carried out, consumers decide to buy Nike brand shoes with a mean value of 4.30 and average The lowest mean is found in the habit indicator in choosing products state that consumer do purchase because used to inuse Nike brand shoes because of the good quality, inherent image And discount Which given with mark mean as big as 4.27.

## Discussion

### A. Influence Quality Product (X 1 ) To Decision Purchase (Y)

Based on the results of the research carried out, the results were obtained quality product Which consists from indicator Power stand product, suitability, convenience use, And completeness product influential positive And significant to purchasing decisions. So it can be said to be a variable quality product (X 1 ) compare straight (positive) with variable decision purchase (Y).

Based on results spread questionnaire regarding quality product Which submitted and carried out involving 100 samples, namely users shoe brand Nike in Jakarta East as effort know influence qualityproduct to decision purchase Which done. Got it average markThe highest mean is found in the product durability indicator which states that Shoe brand Nike own *image* quality Power stand Which Good compared to product other And average mean Lowest there is on completeness indicator product Which state that shoe Nike own completenessin various model shoe so that consumer decide For dopurchase.

Quality product is all something Which most Lots consumer pay attention and also have a very high market value, where the level appropriate quality with benefit Which felt by consumer when it has do decision purchase. According to Zein (2015) Quality product is feature main on product Which in a way direct felt by consumer. The better the product quality, the more it will be related to its capabilities The product meets the psychological and physical needs of consumers to the maximum. Thus, product quality is a product feature that shows his ability to fulfil need consumer, Good psychological and physical, so that it becomes the main element in the product that it interacts with direct consumers. This research is in accordance with previous research which was carried out by Ridhwan (2013), Ginting et al., (2015) and Istiyanto and Nugroho (2016) Which state that quality product influential significantto decision purchase

### B. Influence Image Brand (X2) To Decision Purchase (Y)

Based on the results of the research carried out, the results were obtained Brand image consisting of indicators of the strength of brand associations, profits brand associations, and uniqueness of brand associations have a positive and significant effect on purchasing decisions. So it can be said that the brand image variable (X2) is directly proportional (positive) to the purchasing decision variable (Y).

Based on the results of distributing a questionnaire regarding brand image which was submitted and carried out involving 100 samples, namely Nike brand shoe users in East Jakarta as an effort to determine the influence of brand image on purchasing

decisions. It was found that the highest mean value was found in the brand association profit indicator which stated that consumers decided to buy Nike brand shoes because the resale price was relatively stable in the future and the lowest mean value was found in the brand association uniqueness indicator which stated that consumers decided to buy Nike products. because it has a unique name and logo.

It was stated by Oladepo and Odunlami (2015) that a good brand image will determine consumer intentions to buy a product without considering brand popularity and consumer trust in the product. brand. Building and maintaining a strong image is very important. The better the brand image of a product or service, the greater it will be its influence on purchasing decisions. Results of this research in accordance with study Which has done previously by Ridhwan (2013),Ginting et al., (2015), Purwati et al., (2019) as well as Sukri and Zulfadil (2020) Whichstate that image brand influential significant to decision purchase. However different from study Which done Istiyanto AndNugroho (2016) stated that brand image has an insignificant effect to decision purchase

### **C. Effect of Promotion (X3) on Purchasing Decisions (Y)**

Based on the results of the research carried out, the results were obtained promotion Which consists The indicators of advertising, sales promotion, personal selling, and direct marketing have a positive and significant effect on purchasing decisions. So it can be said that the promotion variable (X3) is directly proportional (positive) to the purchasing decision variable (Y).

Based on the results of distributing questionnaires regarding promotions proposed and carried out involving 100 sample people, namely Nike brand shoe users in East Jakarta, as an effort to determine the influence of promotions carried out so that they have a positive impact on purchasing decisions. The highest mean value was obtained for the direct marketing indicator. stated that they decided to buy Nike brand shoes directly at the outlet closest to where they lived and the lowest mean was found in the advertising indicator which stated that advertisements for Nike shoes on social media attracted consumers' desire to make purchases.

Promotion of products being marketed can influence sales. Consumers can more easily find out information about the quality of products being marketed. The better the promotion is, the greater the influence on purchasing decisions. According to Rusmini (2013) promotion is a form of effort Which done inside company interact with customer or communicate with candidatecustomer. Advertising will be effective if it is carried out continuously the advertised product is easy for many people to recognize. With promotions which is carried out in the form of discounts or through sales direct And No direct. Give impact Which Good to stability consumer in decide purchase. Promotion is WrongOne form effort Which done company in interact with customers or communicate with potential customers. Advertising will be effectiveif done continuously so that the products advertised are easy For recognized Lots person. Matter This in accordance with study Which has previously carried out by Muttalib et al., (2014), Ariska and Hadiyati (2019) which states that promotion has a significant effect on decisions purchase.

## **CONCLUSION**

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Based on the research "The Influence of Product Quality, Brand Image and Promotion on Purchase Decisions for Nike Brand Shoes in East Jakarta," it can be concluded that product quality, brand image and promotion have a positive and significant influence on consumer purchasing decisions. Data analysis shows that improving product quality, including durability, suitability, ease of use, and product



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completeness, can increase consumer confidence and lead to better purchasing decisions. In addition, enhancing brand image, which includes the strength, benefits, and uniqueness of brand associations, can strengthen brand appeal and influence purchasing decisions. On the other hand, more effective promotions, such as advertising, sales promotions, personal selling, and direct marketing, can increase consumer awareness, speed up purchasing decisions, and strengthen consumer attachment to the Nike brand in East Jakarta.

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