

## The Effect of Price Perception, Product Quality and Brand Image on Purchase Decisions For Adidas Shoe Products

Fathan Afiq Juhaida<sup>1</sup>, Istiqomah<sup>2</sup>, Sarsono<sup>3</sup>

Management Study Program, Faculty of Economics, Batik Islamic University,  
Surakarta

fathanafiqjuhaida@gmail.com

### ABSTRACT

*This study aims to analyze the influence of price perception, product quality, and brand image on purchasing decisions for Adidas shoes at Solo Paragon Mall, Surakarta. This study uses a quantitative approach with a causal associative research type. The sampling technique uses purposive sampling with a total of 100 respondents. The data analysis method used is multiple linear regression with the help of the SPSS 21.0 program. The results of the study indicate that simultaneously, price perception, product quality, and brand image have a significant effect on purchasing decisions with an F-value of 50.787 and a significance of 0.000. Partially, the three independent variables also have a significant effect on purchasing decisions, where price perception has a significance value of 0.042, product quality 0.010, and brand image 0.000. The coefficient of determination (Adjusted R<sup>2</sup>) value of 0.601 indicates that 60.1% of the variation in purchasing decisions can be explained by these three variables, while the remaining 39.9% is influenced by other factors outside the study. Thus, brand image is the most dominant variable influencing purchasing decisions, followed by product quality and price perception.*

**Keywords:** Price Perception, Product Quality, Brand Image, Purchase Decision

### INTRODUCTION

The global footwear industry is experiencing rapid growth as people become more aware of the importance of appearance and an active lifestyle. In Indonesia, the trend of wearing shoes extends beyond just protecting your feet; it has become an essential part of personal identity, especially among young people, professionals, and sports enthusiasts. One global brand with a strong presence in the Indonesian market is ADIDAS.

As a brand long known for innovation, quality, and a strong brand image, ADIDAS has successfully built a loyal customer base across various market segments. The presence of official ADIDAS stores in shopping centers like Solo Paragon Mall is a crucial strategy in reaching middle-to-upper class consumers who value products not only for their functionality but also for their image and brand value.

Facing competition from other global brands such as Nike, Puma, and New Balance, ADIDAS must consistently maintain its superiority in three key areas: price perception, product quality, and brand image. Price perception is crucial because, despite ADIDAS's premium brand positioning, consumers still expect value for money. Product quality guarantees durability, comfort, and performance, especially for products used in sports and active lifestyles. Meanwhile, ADIDAS's brand image as a symbol of achievement, freedom of expression, and technological innovation is maintained through a consistent brand communication strategy. Attracting and

retaining customers is crucial for every company. (Abi 2020) These three factors are important elements that influence consumer purchasing decisions.

Price perception (perceived price) According to Harque (2020) "price is one element of the marketing mix strategy" (Haque 2020) Price plays a significant role in consumer product evaluation. Price is not only seen as the nominal amount to be paid, but also as the value received. If the price is set too high, there is a potential for a decrease in revenue as consumers seek cheaper products. However, if the price is too low, there is a possibility that production costs will not be covered because many items are sold but the revenue received does not meet expectations. (Haque 2020) Consumers will be satisfied if the price they pay is commensurate with the benefits or quality they receive. Therefore, how consumers perceive the price of ADIDAS products will influence their interest and decision to purchase.

Product quality is a crucial element in shaping customer satisfaction and loyalty. Consumers pay close attention to product quality when determining their purchasing decisions. (Marpaung et al., 2021) In the context of footwear, quality is typically associated with material durability, comfort, and design aesthetics. When consumers are satisfied with a product's quality, they are more likely to repurchase and recommend it to others. Product quality is a key factor in purchasing decisions because good product quality creates, maintains, and fosters customer loyalty. (Noor and Hendratmoko 2022).

Brand image. According to Noor & Hendratmoko (2022), brand image is the consumer's assessment of the brand in a market. (Noor and Hendratmoko 2022). Consumer perception of a brand is based on experiences, expectations, and brand communications received. A positive brand image can increase consumer trust and create emotional bonds, which ultimately impact brand preference and loyalty. One way to achieve a competitive advantage in maintaining purchasing decisions is to build a positive brand image in the eyes of consumers. (Abi 2020) For a brand, building a strong brand image is both a challenge and an opportunity to strengthen its market position and compete with foreign brands. The only attribute that's difficult to imitate is a strong brand. Companies or products with strong brands tend to more easily meet consumer needs and desires. (Noor and Hendratmoko 2022)

Consumers at Solo Paragon Mall, who are generally middle-class and prioritize brand image, have complex and critical purchasing preferences. Therefore, understanding how perceptions of price, product quality, and brand image influence their purchasing decisions is highly relevant to ADIDAS's marketing strategy in Indonesia, particularly in modern retail markets like malls.

This study aims to analyze the extent to which these three factors individually and together influence the purchasing decision of ADIDAS brand shoes, by taking a case study at Solo Paragon Mall, Surakarta.

## **RESEARCH METHODS**

This study uses a quantitative approach with a causal associative research type, which aims to determine the causal relationship between the independent

variables (price perception, product quality, and brand image) with the dependent variable (purchase decision). Data obtained from the questionnaire will be processed statistically to test the formulated hypothesis. The study was conducted at Solo Paragon Mall, specifically at the official ADIDAS store. The research implementation time was carried out for approximately 6 months (November 2025 - April 2026), including the process of data collection, data processing, and analysis of results. The population in this study were all ADIDAS consumers at Solo Paragon Mall Surakarta who had purchased shoes. The sample in this study was taken from the population using a purposive sampling technique, namely If the population is unknown, and the margin of error is 10% then the number of samples is 100 respondents for multiple linear regression analysis.

### RESULTS AND DISCUSSION

Multiple linear regression is a data analysis technique to determine the influence between independent variables (X) on variable (Y). where variable X consists of Price Perception, Product Quality and Brand Image. Using the help of the SPSS 21.0 computer program, the regression coefficients obtained from the results of data processing are:

Table 1 Results of Multiple Linear Regression Test

Variables	Beta Coefficient	t	Sig
(Constant)	4,554	3,347	0.001
Price Perception	0.181	2,065	0.042
Product Quality	0.256	2,630	0.010
Brand Image	0.355	3,650	0,000
R	= 0.783 F count= 50,787		
R2	= 0.613 Sig = 0.000		
Adjusted R2	= 0.601		

Source: Primary data processed 2026.

Based on table 1, the equation function can be created:

$$Y = 4.554 + 0.181X_1 + 0.256X_2 + 0.355X_3 + e$$

From the equation above, it is interpreted as follows:

- Constant (a) = 4.554 This shows that if Price Perception, Product Quality, and Brand Image are considered fixed or have a value of zero, then the purchasing decision has a value of 4.554.
- Coefficient b1 = 0.181 has a positive value, this indicates that if Price Perception increases, then purchasing decisions will increase by 0.181.
- Coefficient b2 = 0.256 has a positive value, this indicates that if Product Quality has increased then the purchasing decision will increase by 0.256.
- Coefficient b3 = 0.355 has a positive value, this indicates that if customer reviews increase, then purchasing decisions will increase by 0.355.

1. F test

Based on the results of the F test, it is known that it is 50.787 while the calculated significance value is 0.000, this means that the variables of Price Perception, Product Quality and Brand Image have a joint influence on the purchasing decision variable, thus the results can be said to be goodness of fit.

2. t-Test (Partial Regression)

The t-test means that individually the independent variables (Price Perception, Product Quality and Brand Image) have a partial influence on purchasing decisions.

a. The Price Perception Variable is known to have a statistical test value of t count of 2.065 while the t table value is 1.984 and a significance value of  $0.042 < 0.05$  ( $\alpha$ ). This means that the Price Perception variable has a significant influence on purchasing decisions.

b. The Product Quality variable is known to have a statistical test value of t count of 2.630 while the t table value is 1.984 and a significance value of  $0.010 < 0.05$  ( $\alpha$ ). This means that the Product Quality variable has a significant influence on purchasing decisions.

c. The Brand Image variable is known to have a statistical test value of 3.650 while the ttable value is 1.984 and a significance value of  $0.000 < 0.05$  ( $\alpha$ ). This means that the Brand Image variable has a significant influence on purchasing decisions.

3. Coefficient of Determination Test ( $R^2$ )

Based on the results of the coefficient of determination ( $R^2$ ) test, it is known that the adjusted  $R^2$  value is 0.601, thus the ability of capital to explain purchasing decision variables is 60.1%. This shows that 60.1% is owned by the variables of Price Perception, Product Quality and Brand Image while the remaining 39.9% is influenced by other factors not studied.

## Discussion

1. The influence of price perception on purchasing decisions

The results of the SPSS calculations in table IV.15 have a calculated t value of  $2.065 > t$  table of 1.984 with a significance value of  $0.042 < 0.05$ . This means that price perception has a significant influence on purchasing decisions.

These results support the research of Marpaung et al (2021), Haque (2020), Hidayah & Rahmawan (2021), and Pratiwi (2022) which states that price perception has a significant influence on purchasing decisions.

2. The Influence of Product Quality on Purchasing Decisions

The research results have a t-value of  $2.630 > t$ -count of 1.984 with a significance value of  $0.010 < 0.05$ . This means that product quality has a significant influence on purchasing decisions.

The findings of this study are in line with the research of Marpaung et al (2021), Abi (2020), Haque (2020), Fatmaningrum et al (2020) and Pratiwi (2022)

which stated that Product Quality has a significant influence on purchasing decisions on the Instagram platform.

3. Influence of Brand Image on purchasing decisions (Y)

The research results have a t-value of  $3.650 > t\text{-table of } 1.984$  with a significance value of  $0.000 < 0.05$ . This means that brand image has a significant influence on purchasing decisions.

The results of this study are in line with research by Abi (2020), Fatmaningrum et al (2020), Pratiwi (2022), and Eldiansyah & Suwarni (2023) which states that Brand Image has a significant influence on consumer purchasing decisions.

### CONCLUSION AND SUGGESTIONS

Based on the research results and discussion, it can be concluded that price perception has a positive and significant effect on purchasing decisions for Adidas shoes at Solo Paragon Mall. This indicates that the better consumers' perceptions of the price offered, the higher their tendency to make a purchase. Product quality has a positive and significant effect on purchasing decisions. This means that the higher the product quality perceived by consumers, the more likely they are to purchase the product. Brand image has a positive and significant effect on purchasing decisions and is the most dominant variable. This indicates that a strong brand image can increase consumer trust and purchase interest. Simultaneously, price perception, product quality, and brand image have a significant effect on purchasing decisions. These three variables are able to explain 60.1% of the variation in purchasing decisions, while the remainder is influenced by other factors not examined. Thus, companies need to maintain and improve brand image, maintain product quality, and set prices that are in accordance with consumer perceptions to increase purchasing decisions.

### BIBLIOGRAPHY

- Aaker, D. A. (1997). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. The Free Press.
- Abi, Yudi Irawan. 2020. "The Influence of Brand Image and Product Quality on Purchasing Decisions at KFC in Bengkulu City." *Management Insight: Scientific Journal of Management* 15(1): 95-107. doi:10.33369/insight.15.1.95-107.
- Daruhadi & Sopiati. 2024. "Research Data Collection." 3(5): 5423-43.
- Eldiansyah, AF, & Suwarni, R. (2023). The Influence of Brand Image, Price, and Product Quality on Purchasing Decisions of Toyota Kijang Innova Zenix Hybrid Vehicles in Bandar Lampung. *Journal of Applied Management Science*, 4(1), 10-20.
- Ernawati, Reni. 2021. "Analysis of the Influence of Promotion, Price, and Brand Image on Purchasing Decisions on the Zalora E-Commerce Site in Jakarta." *Business Management Analysis Journal (BMAJ)* 4(2): 80-98. doi:10.24176/bmaj.v4i2.6663.
- Fatmaningrum, SR, Susanto, & Fadhilah, M. (2020). The Influence of Product Quality

- and Brand Image on Frestea Beverage Purchasing Decisions. *Journal of Management and Business Research*, 5(2), 145–155.
- Fauziah, Yayah, Franciscus Dwikotjo Sri Sumantyo, and Hapzi Ali. 2023. "The Influence of Online Consumer Reviews, Product Quality, and Price Perception on Purchasing Decisions." *Journal of Communication and Social Sciences* 1(1): 48–64. doi:10.38035/jkis.v1i1.118.
- Fenny Krisna Marpaung, Markus Willy Arnold S, and Silvia Aloyna Asyifa Sofira. 2021. "The Influence of Price, Promotion, and Product Quality on Consumer Purchasing Decisions of Indomie at Pt. Alamjaya Wirasentosa Kabanjahe." *Journal of Management* 7(1): ISSN. <http://ejournal.lmiimedan.net>.
- Firmansyah, R. (2021). Influence of Product Quality, Price, and Promotion on Purchase Decision of Philips Products. *Journal of Global Economics and Business*, 6(2), 98–105.
- Garvin, D. A. (1987). Competing on the Eight Dimensions of Quality. *Harvard Business Review*, 65(6), 101–109.
- Haque, Marissa Grace. 2020. "The Influence of Product Quality and Price on Purchasing Decisions at PT. Berlian Multitama in Jakarta." *The Influence of Product Quality and Price on Purchasing Decisions at PT. Berlian Multitama in Jakarta*. 21(134): 31–38.
- Hidayah, SN, & Rahmawan, A. (2021). The Influence of Product Quality, Price, Product Innovation, and Brand Image on Purchasing Decisions of Instant Noodles in Indonesia. *Journal of Management Science*, 9(3), 112–122.
- Jannah, Elya Maliyatul, and Ari Yanto. 2023. "The Effect of Project Based Learning Assisted by Color Paper Media on Students' Beginning Writing Skills." 2(2): 26–32.
- Keller, K. L. (2008). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Prentice Hall.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Latief, M., & Ayustira, I. (2020). The Influence of Online Customer Reviews and Customer Ratings on Cosmetic Product Purchasing Decisions at Sociolla. *E-Business Journal*, 9(1), 1–10. Abi, Yudi Irawan. 2020. "The Influence of Brand Image and Product Quality on Purchasing Decisions at KFC in Bengkulu City." *Management Insight: Scientific Journal of Management* 15(1): 95–107. doi:10.33369/insight.15.1.95-107.
- Mardiayanti, D., & Andriana, E. (2022). The Influence of Price, Product Quality, and Product Reviews on Purchasing Decisions for Scarlett Whitening Products. *Journal of Economics and Business*, 6(2), 56–65.
- Monroe, K. B. (2003). *Pricing: Making Profitable Decisions* (3rd ed.). McGraw-Hill/Irwin.
- Mukson, M., Wahyuni, R., & Isnaini, L. (2021). Analysis of the Influence of Product

- Quality and Price on Buyer's Decision of Bandeng Gebug in Brebes. *Journal of Management Science*, 10(1), 78–85.
- Noor, Supriyadi Muhammad, and Christiawan Hendratmoko. 2022. "Product Innovation, Price, Word of Mouth and Promotion on Honda Purchasing Decisions." *Jurnal Ekobis: Ekonomi Bisnis & Manajemen* 12(2): 291–301. doi:10.37932/jev12i2.608.
- Nuraini, S., & Novitaningtyas, D. (2022). The Influence of Price and Service Quality on Purchasing Decisions at Mie Gacoan, Magelang Branch. *Journal of Economic and Management Research*, 3(4), 40–50.
- Nurmartiani, E. (2024). *Introduction to Consumer Behavior*. Banten: Tristar Mandiri Publisher. Decision-making is an individual activity that is directly involved in obtaining and using the goods offered.
- Nurtjahjanti, Harlina. 2019. "The Relationship Between Perception of Price and Product Quality and Interest in Purchasing Online Fashion Products Among College Students." : 1–23.
- Peter, J. P., & Olson, J. C. (2010). *Consumer Behavior & Marketing Strategy* (9th ed.). McGraw-Hill.
- Pratama, GA, & Hayuningtias, D. (2022). The Influence of Advertising, Brand Image, and Product Quality on Purchasing Decisions of Honda Scoopy Motorcycles. *Journal of Applied Economics and Business*, 5(3), 132–142.
- Pratiwi, DM (2022). The Influence of Brand Image, Product Quality, and Price on Purchase Decisions (Study on iPhone Smartphone Users in Malang City). *Journal of Management Science and Digital Business*, 3(2), 99–109.
- Puspita, AF, & Rahmawan, R. (2021). The Influence of Price, Product Quality, and Brand Image on Purchasing Decisions of Garnier Products in Surakarta. *Journal of Economics and Business*, 7(1), 23–31.
- Safika, S., & Raflah, R. (2021). The Influence of Brand Image, Brand Ambassador, and Price on Purchasing Decisions for Scarlett Whitening Products in Riau. *Journal of Economics and Management*, 8(2), 115–124.
- Samsiah, S et al (2023). *Consumer Behavior*. West Java: CV. Mega Press Nusantara. Purchasing decisions are the result of a decision-making process that involves analysis, evaluation, and selection from various available alternatives, thus becoming the most appropriate action for consumers.
- Schiffman, L. G., & Kanuk, L. L. (2008). *Consumer Behavior* (10th ed.). Pearson Prentice Hall.
- Soedargo, Bayu Prasetyo. 2023. "The Influence of Brand Image and Advertising Claims on Purchase Decision." 11(2): 469–76.
- Tjiptono, F. (2016). *Marketing Management* (4th Edition). Yogyakarta: Andi.
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2–22.