

THE INFLUENCE OF BRAND IMAGE AND PRICE ON THE PURCHASE DECISION OF SKECHERS SHOES IN STUDENTS OF TRISAKTI SCHOOL OF TOURISM

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Keyword	Abstract
<i>Brand Image, Price, Purchase Decision</i>	This study aims to determine the effect of brand image and price on the decision to purchase Skechers shoes for Trisakti School of Tourism. This type of research is descriptive quantitative research with multiple regression analysis. The collection technique was by distributing questionnaires with a Liker scale from 1 to 5. The population in this study were all students of Trisakti School of Tourism, while the total sample was 100 respondents. Sampling technique with accidental sampling. The results of the study partially show that the brand image and price of Skechers shoes have a significant effect on the purchasing decisions of Trisakti School of Tourism students because a good brand image on high quality and good Skechers shoes will result in a high purchasing decision as well, then the price is in accordance with the quality. products so that consumers will decide to buy products whose price is judged according to the quality of the product or not too expensive.

INTRODUCTION

Based on the level of people's lives that are increasingly increases, the people's need for shoes also experiences enhancement. Even today, shoes are not just a necessity as foot protection but are also increasingly leading to fashion (Hasan, 2021). So do not be surprised if currently companies that produce shoes do not only pay attention to aspects of their function but also models and all their variants to follow market demands (Maghifiroh, 2021).

One of the well-known shoe brands marketed in Indonesia is Skechers. Skechers is a footwear company made in America in making casual fashion shoes for young to old men and women (Tiar et al, 2019). Until now, Skechers is in great demand in the Indonesian market, especially in the city of Jakarta, which is a city

where many universities have been established. So that many students finally decide to buy Skechers brand shoes with various considerations. Skechers has produced hundreds of shoe models with attractive and trendy designs. Skechers follows the model according to consumer desires (RB et al, 2022).

Purchasing decisions are actions taken by consumers when searching for, offering, evaluating, and spending products and services that are expected to meet brand needs (Ratnaningtyas et al, 2022). The decision to buy a product usually considers various aspects, including the brand image that the product has, the price of the product according to its quality, and the promos or discounts given (Evelina et al, 2012). Consumers will feel that if the product they get is in accordance with their wishes, the consumer will decide to buy the product (Mayasari et al, 2021).

Another factor that can influence consumer purchasing decisions is consumer perceptions of the price of a product. Price is the amount of money spent for a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service (Marie et al, 2021). Price will be a consideration for consumers in deciding to buy, consumers tend to compare the price of these products with the quality and benefits that consumers will get (Nurbaeti et al, 2022).

From the introduction above, the researcher is interested in conducting research with the title “The Influence of Brand Image and Price on The Purchase Decision of Skechers Shoes in Students of Trisakti School of Tourism”.

RESEARCH METHOD

This type of research is descriptive quantitative research. The method of analysis in this study is multiple regression analysis. The collection technique was by distributing questionnaires to respondents via Google form with a Liker scale from 1 to 5. The population in this study were all students of the Trisakti School of Tourism, while the number of samples was 100 respondents, because according to Arikunto (2012) the reason for taking a sample was 100 respondents due to: (1) the ability of researchers in terms of time, effort and funds; (2) Narrow area of observation of each subject, because this involves a lot of data; (3) It is easier to distribute questionnaires because the number has been determined. The sampling

technique was by accidental sampling which happened to meet the researcher.

RESULT AND DISCUSSION

Tabel 1. Respondent Characteristics

		Frequency	Percent
Gender	Male	51	51%
	Female	49	49%
Total		100	100%

Source: Data processed by researchers (2022)

Table 1 shows that 51 (51%) male students at the Trisakti School of Tourism use Skechers shoes a lot, while the number of women who use Skechers shoes is 49 people (49%).

Table 2. Validity Test

Variable	Indikator	Loading Factor
Brand Image	X1.1	0,771
	X1.2	0,724
	X1.3	0,713
	X1.4	0,702
	X1.5	0,755
Price	X2.1	0,799
	X2.2	0,709
	X2.3	0,722
	X2.4	0,811
	X2.5	0,724
Purchase Decision	Y1	0,715
	Y2	0,707
	Y3	0,733
	Y4	0,805
	Y5	0,737

Source: Data processed by researchers (2022)

Table 2 above shows that all questionnaire indicators are valid because they have a loading factor > 0.700 .

Tabel 3. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Brand Image	0,750	0,794
Price	0,729	0,888
Purchase Decision	0,787	0,843

Source: Data processed by researchers (2022)

Table 3 above shows that all variables are reliable because they have Cronbach's Alpha and Composite Reliability > 0.700.

Tabel 4. R-Square

Variable	R-Square
Purchase Decision	0,699

Source: Data processed by researchers (2022)

Table 4 above shows that the shoe purchase decision variable is influenced by brand image and price by 69.9%. While the remaining 30.1% is influenced by variables outside the study.

Table 5. Direct Effect

Variabel	Original Sample (O)	Standar Deviation (STDEV)	t-Statistic (O/STDEV)	P Values
Brand Image → Purchase Decision	0.621	0.073	8.506	0.000
Price → Purchase Decision	0.477	0.069	6.913	0.000

Source: Data processed by researchers (2022)

In table 5 above, the p-values of the brand image variable are 0.000 < 0.05, so it can be concluded that brand image on Skechers shoes has a significant effect on the purchasing decision of Trisakti School of Tourism students. Then the p-values of the price variable are 0.000 < 0.05, so it can be concluded that the price of Skechers shoes has a significant effect on the purchasing decisions of Trisakti School of Tourism students.

In this study, the brand image of Skechers shoes has a significant effect on the purchasing decisions of Trisakti School of Tourism students because a good brand image on Skechers shoes will result in a high purchasing decision. This is because

Trisakti Tourism High School students want quality Skechers shoes so students will decide to buy products that have a good image. Thus it can be stated that brand image has a positive relationship to purchasing decisions. This research is in line with research conducted by Miati (2020) and Amilia & Nst (2017) which shows that brand image has a significant effect on purchasing decisions, because consumers will make purchasing decisions with various considerations, one of which is a positive brand image that is attached . on the product so that many consumers are interested and choose to buy these products with high and good quality.

In this study, the brand image of Skechers shoes has a significant effect on the purchasing decisions of Trisakti School of Tourism students because prices that match product quality will result in high purchasing decisions. This is because consumers want prices that match the quality of the product so consumers will decide to make purchases of products that are judged according to the quality of the product or not too expensive. Thus it can be stated that price has a positive relationship to purchasing decisions. This research is in line with research conducted by Igir, et al (2018) and Rosita & Satyawisudarini (2017) which shows that price has a significant effect on purchasing decisions, because price is the most sensitive factor in making purchasing decisions for goods or services, not infrequently due to factors price many consumers discourage in a purchase decision that is made, because the price is in accordance with the amount of money given for the purchase of a product or service, must be followed by great benefits from using a product or service.

CONCLUSIONS AND RECOMMENDATIONS

In this study, partially, brand image and price of Skechers shoes have a significant effect on purchasing decisions of Trisakti School of Tourism students because a good brand image on high-quality and good Skechers shoes will result in a high purchasing decision as well, then the price is in accordance with the quality of the product. so that consumers will decide to make purchases of products whose

prices are judged according to the quality of the product or not too expensive.

Based on the existing conclusions, the writing can provide the following suggestions: (1) Skechers shoe management pays attention to price conformity which can increase the pricing of Skechers shoe brand products with balanced quality; (2) Skechers Management pays more attention to and increases the level of consumer brand image towards Skechers shoes; (3) For future researchers, it is hoped that researchers will add or use other variables such as the seven marketing mixes that influence consumer factors in buying purchasing decisions.

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