

*THE INFLUENCE OF BRAND IMAGE AND  
PRODUCT QUALITY ON THE DECISION TO  
PURCHASE VANS SHOES FOR STUDENTS IN  
MEDAN CITY*

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**Abstract.** *This research aims to find out and explain the influence of Brand Image and Product Quality on the decision to purchase Vans shoes among students in the city of Medan. The population of Vans shoe users in this study were students in Medan City. Meanwhile, the sampling technique was carried out using a purposive sampling method with a sample size of 100 respondents. The data collection techniques used were questionnaires and documentation studies. The variable analysis technique used is multiple linear regression. The results of data analysis obtained from the multiple linear regression equation are  $Y = 14.993 + 0.414 X_1 + 0.255 X_2$ . From the results of the multiple linear regression analysis test, the Brand Image variable has a positive and significant effect on purchasing decisions of 0.414, the Product Quality variable has a positive and significant effect on purchasing decisions of 0.255. From the results of the t-test, the Brand Image variable has a significant effect on purchasing decisions, the Product Quality variable has a significant effect on purchasing decisions. From the results of the F test, Brand Image and Product Quality together have a significant influence on purchasing decisions. From the results of testing the coefficient of determination (R<sup>2</sup>), the Brand Image and Product Quality variables explain purchasing decisions only by 59.7% and the remaining 40.3% is explained by other variables or factors outside of this research.*

**Keywords:** *Brand Image 1, Product Quality 2, and Purchasing Decisions 3,*

## **Introduction**

In the current era of globalization, the development of technology and information is growing very rapidly, where with sophisticated technology everyone can get information easily. Currently, Indonesian people can easily get information about current developments, both from within the country and from abroad. Now people's lifestyles are influenced by foreign cultures. One of the foreign cultures that influences Indonesian society is fashion, where the

products used by Indonesian people are not purely from local culture but are influenced by foreign culture. Fashion is a style of clothing that is used every day by everyone, whether in everyday life or at certain events. The need for fashion among the public is increasing and increasing rapidly by following current trends or increasingly modern fashion styles.

Students are among those who pay attention to fashion. Where they take care of their appearance to look neat and cool. Of the various types of fashion worn by

students, shoes are a part of fashion that is very influential in a student's lifestyle. Shoes are one of the lifestyle necessities that every person needs for activities. Shoes have now become a fashion that many people like. The development of modern lifestyles has created a need for shoes not just for footwear but for style in everyday life, especially among today's students whose fashion always relies on brands that are trendy at the moment.

Table 1.  
Top Brand Index % Shoe Brands in Indonesia

No	Brand	Top Brand Index
1	Converse	31.6%
2	Nike	9.0%
3	Brick	7.0%
4	Vans	5.9%
5	Ardiles	3.6%

Source:<https://www.topbrandaward.co/> (2020)

In this case, it shows that Vans, whose presence can be said to be new in Indonesia, has received the title of top brand award, even though it is still inferior to Converse, Nike and Bata. With this, it can be said that Vans has gained market share in Indonesia and has become one of the most popular shoe brands in Indonesia even though its results have not been maximized.

One of the shoe brands that is currently trending in Indonesia is Vans. Vans is a brand that has a different design compared to other shoes. The difference is that the soles or soles are flatter than Nike, Adidas, and New Balance brand shoes because these shoes are not intended for running shoes. Vans is one of the many well-known shoe brands in Indonesia that originates from California, United States. Choosing a simple model of clothing or shoes is the choice of students

and the public, reflecting their personalities, who on average prefer the "as is" style. Simple style-supporting items are always chosen to accompany their daily activities. Vans sneakers always adorn young feet. Vans shoes have become one of the shoe brands that is quite popular among young people because the prices are affordable and in line with the economy of young people.

There are various brands of shoe products circulating on the market, this makes consumers have to be more careful and careful in deciding which shoe product they want because in general brands have a big influence on consumer purchasing decisions. Consumers think that well-known brands have good quality and are better than brands that are not well-known in the market, because well-known brands definitely have many consumers who will be taken into consideration by new consumers who want to buy shoes, therefore with a brand, consumers can differentiate between each product that is widely circulating on the market and companies must also need information about what factors influence consumers in making purchasing decisions about a product, these factors include the brand image of a product and the quality of the product. quality).

The first factor that influences purchasing decisions is brand image. Brand Image is the identity of a product which can be used as a tool to determine whether the product is good or of good quality. Consumers see a brand as an important part of the added value of the product. This is what encourages students to be very selective in choosing brands. Brand Image is a symbol or design that describes the uniqueness of a product so that it is

easily recognized by consumers. Consumers already have reasons why they choose Vans shoes over similar competing brands. They recognize the brand well and also feel the quality of the Vans shoes. The importance of understanding consumer behavior has ultimately become a concern for various industries, one of which is the sneaker industry. This is due to increasing awareness of the development of fashion among every individual in society, especially among students, the rapid growth is marked by the number of resellers competing with official Vans stores.

The second factor that influences purchasing decisions is product quality. Product quality is a product's ability to carry out its functions, including durability, reliability, accuracy, ease of operation, and repair, as well as other valuable attributes. Consumers must be convinced about what is offered to them, especially regarding quality, to create their perception about the product, until they finally decide to buy a product.

In Indonesia, Vans products have quite a lot of fans. Vans shoes not only have good and cool models, but their use is relatively long-lasting because of the high quality of their products, and they have quite a lot of models in producing shoes, even though Vans shoes have a middle to high price, these is not a concern for students or people who already like the brand. the.

Rumokoy, et al said (2018) Product quality is one of the most common factors because people like high-quality products, where product features meet or even exceed their expectations. Especially among today's young people, such as students who like Vans shoes, consumers will look at the quality of the product, both

in terms of shape and comfort when worn. This is a challenge for shop owners or companies selling Vans shoes to be more careful when they want to buy Vans shoe products from the main manufacturer because not all products released are 100% perfect, there will always be products whose attributes or parts are not processed perfectly. (Mansyur et al, 2022). Based on the background of the problem above in this research, the author has explained that purchasing decisions are influenced by several factors, including brand image and product quality. This is what encourages producing companies to compete to create a competitive advantage in terms of brand image and product quality to win competition in the market. A positive perception of consumer trust in the brand will also create a good brand image. A positive brand image will make consumers like a product with the brand in question in the future. Brand image is a perception that lasts a long time, is formed through experience, and is relatively consistent. Therefore, consumer attitudes and actions towards a brand are largely determined by the brand image, in other words, brand image is one of the important elements that encourage consumers to buy a product (Schiffman & Kanuk, 2012). The better the brand image attached to the product, the more interested consumers will be in buying it, because consumers think that a product with a good brand image will provide a greater sense of security when the consumer uses the product they want to buy.

This is in line with research conducted by Setyani and Prabowo (2020) entitled "The Influence of Product Quality and Brand Image and Price Perception on the Decision to Purchase Adidas Brand Shoes". The results of the research show that product quality, brand image, and price perception have a positive and significant influence on the decision to

purchase Adidas brand shoes. Based on the problems that the researcher has mentioned above, the researcher is interested in conducting research entitled "THE INFLUENCE OF BRAND IMAGE AND PRODUCT QUALITY ON THE DECISION TO PURCHASE VANS SHOES IN MEDAN CITY STUDENTS".

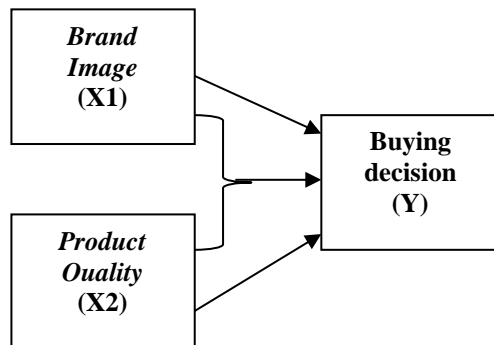


Figure 1.

#### Thinking Framework

Based on the framework above, the research hypothesis is structured as follows:

1. Brand image has a positive and significant influence on the decision to purchase Vans shoes among students in the city of Medan.
2. Product quality has a positive and significant influence on the decision to purchase Vans shoes among students in the city of Medan.
3. Brand image and product quality have a positive and significant influence on the decision to purchase Vans shoes among students in the city of Medan.

### Research Methodology

The type of research carried out in this research is associative research. Sugiyono (2017:36) explains that associative research is a research problem formulation that asks about the relationship between two or more variables. In this research, there are two

variables, namely, Brand Image (X1) and Product Quality (X2) on the Purchase Decision (Y) of Vans shoes among students in the city of Medan. This research will be conducted on students in Medan City. And the research time is from June 2022 until completion. In this research, researchers used primary data. Data was obtained from respondents through a questionnaire distribution tool. Determining the number of representative samples according to Hair et. al (2010) states that the minimum sample size is 100 respondents. In the opinion of Hair et.al (2010) the recommended sample size is a minimum of 100 respondents to provide better results. The number of samples in this study is in accordance with the opinion of Hair et.al, namely 100 people if the sample size is too large, for example, 400, then the method becomes very sensitive so it is difficult to get good measurements.

The sampling technique used in the research is a non-probability sample design, namely purposive sampling, where the researcher selects the sample based on an assessment of several characteristics of the sample members which are tailored to the purpose of the research. To determine the sample based on the research objectives per predetermined criteria, the sampling criteria in this study were: Active students in the city of Medan who wear Vans shoes

The scale used in this measurement is the Likert scale. The Likert scale is a scale used to measure the attitudes, opinions, and perceptions of an individual or group of people regarding social phenomena (Sugiyono 2016:93). To reduce the impact of bias and centralization of data when conducting analysis, the scale used can be seen in Table 2.

Table 2.  
Likert Scale

No	Statement	Score
1	Strongly Agree (SS)	5
2	Agree (S)	4
3	Undecided (RR)	3
4	Disagree (TS)	2
5	Strongly Disagree (STS)	1

The data analysis technique in this research uses multiple linear regression analysis, by carrying out instrument tests and classical assumption tests.

## Results and Discussion (14pt)

The result of the brand image validity test results shown in Table 3.

Table 3.  
Brand Image Validity Test Results

Validity	Validity Value		Information
	r-value	r-table	
X1p1	0.650	0.195	Valid
X1p2	0.802	0.195	Valid
X1p3	0.766	0.195	Valid
X1p4	0.744	0.195	Valid
X1p5	0.719	0.195	Valid
X1p6	0.614	0.195	Valid
X1p7	0.501	0.195	Valid
X1p8	0.712	0.195	Valid
X1p9	0.776	0.195	Valid
X1p10	0.822	0.195	Valid

Source: SPSS Data Processing Results (2023)

If paying attention to the criterion that  $df = n - 2$ , the r-table value is 0.195. By looking at the regression results on variable X1, namely Brand Image, the results of validity testing state that the regression results on variable.

Table 4.  
Product Quality Validity Test Results

Validity	Validity Value		Information
	r-value	r-table	
X2p1	0.895	0.195	Valid
X2p2	0.914	0.195	Valid
X2p3	0.848	0.195	Valid
X2p4	0.771	0.195	Valid
X2p5	0.652	0.195	Valid
XP6	0.831	0.195	Valid
X2p7	0.918	0.195	Valid
X2p8	0.863	0.195	Valid
X2p9	0.858	0.195	Valid
X2p10	0.916	0.195	Valid
X2p11	0.896	0.195	Valid
X2p12	0.762	0.195	Valid
X2p13	0.856	0.195	Valid
X2p14	0.902	0.195	Valid
X2p15	0.762	0.195	Valid
X2p16	0.916	0.195	Valid

Source: SPSS Data Processing Results (2023)

If paying attention to the criterion that  $df = n - 2$ , we get an r-table value of 0.195. By looking at the regression results on variable X2, namely Brand Image, the results of validity testing state that the regression results on variable.

Table 5.  
Purchasing Decision Validity Test Results

Validity	Validity Value		Information
	r-value	r-able	
YP1	0.357	0.195	Valid
YP2	0.527	0.195	Valid
YP3	0.568	0.195	Valid
YP4	0.483	0.195	Valid
YP5	0.429	0.195	Valid
YP6	0.517	0.195	Valid
YP7	0.552	0.195	Valid
YP8	0.568	0.195	Valid
YP9	0.635	0.195	Valid
YP10	0.576	0.195	Valid
YP11	0.634	0.195	Valid
YP12	0.598	0.195	Valid

Source: SPSS Data Processing Results (2023)

If paying attention to the criterion that  $df = n - 2$ , the r-table value is 0.195. By looking at the regression results on variable Y1, namely Brand Image, the results of validity testing state that the

regression results on variable Y1 are greater than the r-table value so it can be concluded that the variable Y1 Brand Image is valid.

Table 6.  
Reliability Test Results

Variable	Validity Value Cronbach Alpha Regression Value	Information
<i>Brand Image</i> (X1)	0.892	Reliable
<i>Product Quality</i> (X2)	0.973	Reliable
Buying decision	0.777	Reliable

Source: SPSS Data Processing Results (2023)

Based on the results of the reliability testing above, it can be seen that the values of variables X and Y are greater than the Cronbach Alpha criteria. So variable X, namely Brand Image and Product Quality, and variable Y, namely purchasing decisions, are declared reliable.

Table 7.  
Normality Test Results

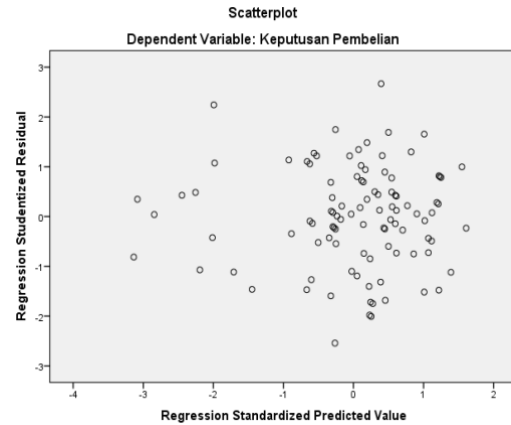
One-Sample Kolmogorov-Smirnov Test		Unstandardized Residuals
N		100
Normal Parameters, b	Mean	0E-7
	Std. Deviation	3.49241893
	Absolute	,062
Most Extreme Differences	Positive	,041
	Negative	-,062
Kolmogorov-Smirnov Z		,622
Asymp. Sig. (2-tailed)		,834

a. Test distribution is Normal.  
b. Calculated from data.

Source: SPSS Data Processing Results (2023)

In normality testing using the Kolmogorov – Smirnov test value, it will be known whether the data distribution is normal or not with the basic criterion that the Kolmogorov – Smirnov test result value must be above alpha 0.05. If you pay attention to the Kolmogorov – Smirnov

table, you get a value of 0.834, so it can be concluded that the data is distributed normally or briefly it can be explained that  $\alpha = 0.05 < 0.834$ .



Source: SPSS data processing results (2023)

Figure 2.

#### Heteroscedasticity test

Based on the results of Figure 4.1, it can be seen that the data points spread in positive and negative directions, which means they form a certain pattern, so it can be concluded that this regression model does not have heteroscedasticity problems.

Table 8.

Multicollinearity Test Table		
Model (constant)	Collinearity Statistics	
	Tolerance	VIF
<i>Brand Image</i>	,998	1,002
<i>Product Quality</i>	,998	1,002

Source: SPSS data processing results (2023)

Based on Table 8, it is known that the VIF value of the Brand Image variable (X1) and the Product Quality variable (X2) is  $1.002 < 10$  and the Tolerance Value is  $0.998 > 0.1$ , so there is no multicollinearity in the data.

From the SPSS output results in Table 9, the following equation is obtained:

$$Y = 14.993 + 0.414 (X1) + 0.255 (X2)$$

The explanation of the regression equation obtained is as follows:

1. The constant value is 14.993, which means that if the Brand Image and Product Quality variables have a value of 0, then the purchasing decision is 14.993.
2. The regression coefficient for the Brand Image variable is 0.414, which means that if the Brand Image increases by one unit, then purchasing

decisions will increase by 0.414 units, assuming the other independent variables have a fixed value.

3. The regression coefficient for the Product Quality variable is 0.255, which means that if Product Quality increases by one unit, then purchasing decisions will increase by 0.255 units, assuming the other independent variables have a fixed value.

Table 9.  
Results of Multiple Linear Regression Equations

Coefficients <sup>a</sup>		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	14,993	2,928		5,120	,000	
	Brand Image	,414	,055	,485	7,514	,000	,998 1,002
	Product Quality	,255	,026	,625	9,683	,000	,998 1,002

a. Dependent Variable: Purchase Decision

Source: SPSS data processing results (2023)

Table 11.  
Simultaneous Test Results (F Test)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1791,408	2	895,704	71,953	,000b
	Residual	1207,502	97	12,448		
	Total	2998,910	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Product Quality, Brand Image

Source: SPSS Data Processing Results

Table 10.  
Partial Test Results (T-Test)

Coefficients <sup>a</sup>		
Model	Q	Sig.
(Constant)	5,120	,000
<i>Brand Image</i>	7,514	,000
<i>Product Quality</i>	9,683	,000

a. Dependent Variable: Purchase Decision

Source: SPSS Data Processing Results (2023)

Based on the partial testing in Table 10, it can be explained as follows:

1. Based on the table above, it can be seen that Brand Image has a t value of 7.514 and a t table of 1.661 with a significant value of 0.000 - 0.05. This means that it can be concluded that Brand Image has a partially significant effect on purchasing decisions. So H0 is rejected and H1 is accepted.  $\leq$
2. Based on the table above, it can be seen that the product quality has a t value of 9.683 and a t table of 1.661 with a significant value of 0.0000.05.

This means that it can be concluded that Product Quality partially influences purchasing decisions. So H0 is rejected and H1 is accepted.  $\leq$ . Based on Table 11, the F-value is 71.953 and the F-table is 3.09, so the independent variables together have a significant effect on the dependent variable. So H1 is accepted and H0 is rejected. This means that Brand Image and Product Quality simultaneously influence purchasing decisions.

Table 12.  
Coefficient of Determination Results (R2)

**Model Summary b**

Model	R	R Square	Adjusted Square	R
1	,773a	,597	,589	

a. Predictors: (Constant), Product Quality, Brand Image

b. Dependent Variable: Purchase Decision

Source: SPSS Data Processing Results

Based on the results of Table 12, it is known that the coefficient of determination (R-Square) is 0.597 or 59.7%. This shows that 59.7% of purchasing decisions can be explained by independent variables (Brand Image and Product Quality) and the remaining 40.3% is explained by other variables or factors outside this research, for example, price factors, service quality, and others.

**Conclusion**

Based on the research results in the previous chapter IV, the following conclusions can be obtained:

1. From the results of the t-test, the Brand Image variable has a positive and partially significant effect on the decision to purchase Vans shoes.
2. From the results of the t-test, the Product Quality variable has a positive and partially significant effect on the decision to purchase Vans shoes.

3. From the results of the F test, the Brand Image and Product Quality variables together (simultaneously) have a positive and significant effect on the decision to purchase Vans shoes.
4. From the results of the coefficient of determination test (R2), the Brand Image and Product Quality variables only have an influence of 59.7% and the remaining 40.3% is explained by other variables or factors outside of this research.

Based on the research results above, there are several suggestions that researchers can conclude, namely:

1. Brand Image and product Quality have a positive and significant influence on the decision to purchase Vans shoes, for this reason, the company can maintain and improve the quality of Vans shoe products. In terms of product quality, the products produced must be better, not easily damaged, and comfortable for consumers to use. Then in terms of design, the shape remains elegant, and flexible and always follows the models that are currently developing. And companies must be able to maintain and improve their existing brand image by carrying out more promotions. This will have an impact on brand awareness, and quality and will also influence purchasing decisions.
2. It is suggested that future researchers can continue to develop this research. This research uses two variables, namely Brand Image and Product Quality to measure decisions to purchase Vans shoes. For this reason, future researchers are advised to add other variables such as price,

promotion, product trust, or other factors that can influence purchasing decisions so that the research results are more comprehensive regarding purchasing decisions.

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