

The Effect of Promotion, Product Quality, and Price on The Purchase Decision of Ventela Shoes in Malang City

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ABSTRACT

The number of local shoe brands makes the competition of local shoe manufacturers become tight, both in price competition, product quality or from other types to increase sales. So that this can be a producer task to create its own competitiveness, one of which is to promote its products as well as possible and as attractive as possible, creating quality products and can compete, and create an affordable price strategy. The purpose of this study was to determine the effect of promotion, product quality and price on Ventela shoe decisions on Ventela Shoes consumers in Malang. This research is the Explanatory Research with multiple linear regression analysis techniques. The population in this study are all Ventela Shoe consumers in Malang City whose numbers are unknown. The sampling technique used is accidental-purposive sampling with a sample of 100 respondents. The results of the multiple linear regression analysis test showed that promotion, positive and significant effect on the decision to purchase ventela shoes, and product quality also had a positive and significant effect on the decision to purchase ventela shoes. In addition, prices also have a positive and significant effect on the decision to purchase ventela shoes.

1. INTRODUCTION

Background

In the current era, competition in the fashion business, one of which is local shoes, in Indonesia is increasingly competitive. This is due to the impact of digitalization and modernization which has led to the rapid growth of technology. Eqqi Syahputra (cnbcindonesia.com) stated that it was during this era that many local shoe manufacturers in Indonesia emerged and increasingly competed with international brands that had been around the world market for a long time so that this could lead to increasingly rapid competition.

Therefore, in facing this competition, producers must be able to find opportunities where they can enter and understand the desires of consumers. To develop the company, the company needs to be more active in making a difference, especially by creating a product that is varied and of high quality so that it can win competition in business while meeting the needs of various consumers. The local shoe companies that compete include Ventela, Brodo, Compass, Geoff Max, and the Nah project (Eqqi, 2022). One of the

companies that is the market leader in local shoe sales is Ventela (trends.google.com accessed on January 1, 2023).

Ventela is a local shoe product introduced by William Ventela in 2017, one of the owners of a vulcanized shoe factory which has been producing Dallas brand shoes since 1989 in Bandung, West Java. Ventela shoes have the best quality materials, one of which is using good quality 12oz canvas material, quite soft, and has very strong resistance and is equipped with ultralite foam technology which makes the insole very soft so it is suitable for everyday use (Ventela.com).

Purchasing decisions are a process that originates from consumers recognizing problems, looking for sources of information about certain products or brands and evaluating these products or brands regarding how well each of the alternative choices and a series of processes lead to a decision in purchasing (Tjiptono, 2012). Purchase decisions can be measured through: (1) information search, (2) evaluation of alternatives, (3) purchase decisions, (4) post-purchase behavior (Kotler, 2021).

According to (Putranto, 2018) promotion is one of the main factors influencing purchasing decisions. According to Swastha and Irawan (2018) promotion is a form of marketing communication that aims to drive demand, the purpose of marketing communication is a marketing activity that seeks to disseminate information, influence and or remind the target market of the company and its products to be willing to accept, buy and be loyal to the product. or services offered by the company concerned. In determining its promotional targets, Ventelashoes is usually more active in promotions using its social media, one of which is Ventelashoes giving a giveaway in the new year to its followers so that the followers are closer to Ventelashoes and love Ventela products from their store. According to Kotler and Keller (2016) in Syahputra and Herman (2020) promotion can be measured through (1) promotional messages, (2) promotional media, (3) promotion time, (4) and promotion frequency.

Another factor that can influence purchasing decisions is product quality (Yudistira et al, 2019). The quality of the product in question is the understanding that the products offered by the company have a higher value compared to other products, therefore companies are often asked to offer products with superior quality so they can compete with other products or brands (Supriyadi et al, 2016). According to Tjiptono (2018) product quality is the qualification of a product shown by a company so that it can compete in the market. The quality of Ventela's products can be seen through the material that Ventela makes, namely the upper canvas 12oz material and the ultralite foam insole, which makes Ventela shoes very comfortable for everyday use and are popular among various groups, one of which is the middle class. According to Tjiptono (2020) Product quality can be measured through: (1) performance, (2) durability, (3) perceived quality, (4) and aesthetics.

Apart from being influenced by promotion and product quality, purchasing decisions are also influenced by price (Gultom and Purba, 2020). According to Lestari and Wahyuati (2020) price is also the main factor that can influence purchasing decisions. Private (2021) argues that price is the amount of money needed to obtain an item and its benefits and services. Many things related to price are the main reason why Ventela shoe

consumers choose a product to own, one of which is Ventela's varying prices so that students can have Ventela products according to their finances. According to Kotler and Armstrong (2018) price can be measured through: (1) price affordability, (2) price compatibility with product quality, (3) price competitiveness, (4) price compatibility with benefits.

Formulation of the Problem

Based on the description described above, a formulation of the problem is obtained including:

- a. Does promotion affect the decision to purchase Ventela shoes in Malang City?
- b. Does product quality affect the decision to purchase Ventela shoes in Malang City?
- c. Does the price affect the decision to purchase Ventela shoes in Malang City?

Benefits of research

- a. As a means to apply and develop theory or literature obtained from lectures. As well as being able to add to the knowledge and insight of researchers, especially those related to the field of marketing management.
- b. The results of this study are expected to contribute to the development of science, especially in the field of marketing, so that they can be used as additional reference sources and as input for researchers who can be used for further research on similar topics by adding other variables.

2. LITERATURE REVIEW

Marketing

According to Sedjati (2021) marketing means all efforts or activities in delivering goods or services from producers to consumers, where these activities are aimed at satisfying consumer needs or desires in a certain way which is usually called exchange. In addition, marketing is also a social process in which individuals or groups get what they want and need by creating, offering, and freely exchanging products of value from other parties. From the above definition, it can be concluded that marketing is a activities to fulfill consumer needs and desires, both from individuals and groups so as to achieve consumer satisfaction through creating, offering, or exchanging one product or service with another.

Marketing Management

According to Alma (2021) Marketing management is an activity of planning, analyzing, implementing, and supervising all activities or programs that are useful for obtaining profitable levels of exchange with target buyers in order to achieve the goals of the company or organization. From the several definitions above, it can be concluded that what is meant by marketing management is a tool for analyzing, planning, implementing, and controlling programs designed to carry out the functions of management, namely creating, building, and maintaining profitable exchanges with target markets in order to deliver products and achieve the main goal of the organization from the producer to the consumer is to make a profit.

Purchase Decision

According to Schiffman and Kanuk (2021) purchasing decisions are choosing from two or more alternative purchasing decision options, meaning that a person can make a decision, several alternative choices must be available. The decision to buy can lead to how the decision-making process is carried out. According to Kotler and Armstrong (2012) the purchasing decision indicators in this study were developed from four stages of the decision process consisting of: Information Search, Alternative Evaluation, Purchase Decision, and Post-Purchase Behavior.

Promotion

According to Swastha and Irawan (2018) promotion is a form of marketing communication that aims to drive demand, the purpose of marketing communication is a marketing activity that seeks to disseminate information, influence and or remind the target market of the company and its products to be willing to accept, buy and be loyal to the product. or services offered by the company concerned. According to Kotler and Keller (2016) in Syahputra and Herman, 2020 there are four indicators of promotion including: Promotional Messages, Promotional Media, Promotional Time, and Promotional Frequency.

Product Quality

According to Kotler and Armstrong (2019) product quality is a set of characteristic features of goods and services that have the ability to meet needs which is an understanding of the combination of durability, reliability, accuracy, ease of maintenance and other attributes of a product. According to Tjiptono (2020) there are three indicators of product quality including: Performance, Durability, Impression of Quality, Aesthetics.

Price

According to Kotler and Armstrong (2018) price is the amount of money charged for a product or service, or the amount of value exchanged by consumers for the benefits of having or using the product or service. According to Kotler and Armstrong (2018) there are four indicators that characterize prices, namely: Price affordability, Price compatibility with product quality, Price competitiveness, Price compatibility with benefits.

Hypothesis

According to Sugiyono (2018) the hypothesis is a temporary answer to the research formulation. It is said temporarily because the new answers given are based on relevant theories and are not yet based on empirical facts obtained through data collection. Based on the description of the theory that has been described in the previous discussion, the hypothesis can be formulated as follows:

- H1 : It is suspected that there is a significant influence of the promotion variable on the decision to purchase Ventela shoes for Ventela shoe consumers in Malang City
- H2 : It is suspected that there is a significant influence of the product quality variable on the decision to purchase Ventela shoes for Ventela shoe consumers in Malang City
- H3 : It is suspected that there is a significant influence of the price variable on the decision to purchase Ventela shoes for Ventela shoe consumers in Malang City.

3. RESEARCH METHODS

Types of research

The type of research used is a type of research in the form of a survey. Research using the survey method is a research method with data collection such as distributing questionnaires and interviews (Sugiyono, 2015). In this research, it is causal, which means that this research is a research that has a causal relationship, namely the presence of influence variables and the variables that are affected. In addition, this research is explanatory research in which this research is an explanation or elaboration that has a relationship between the independent variable and the dependent variable.

Research Variable

- a. Independent variables are variables that affect other variables. The independent variables used in this research are promotion, product quality, and price.
- b. The dependent variable is the variable that is influenced by other variables. The dependent variable used in this study is the purchase decision

Population

According to Sugiyono (2019) population is a generalization consisting of objects or subjects that have certain qualities and characteristics that are applied by researchers to study and then draw conclusions. Now (2013) suggests that the population is a group or group of subjects or objects that will generalize the research results. The population used in this study is Ventela shoe consumers in Malang City who are not yet known.

Sample

The sample is a subgroup or part of the population (Sekaran, 2013). According to Arikunto (2019) the sample is part or representative of the population being studied. Sampling in this study was by using accidental-purposive sampling technique, which is a technique of taking samples by chance on research objects with certain criteria and characteristics. The criteria and characteristics selected in this sampling are:

- a. Respondents have purchased Ventela shoes
- b. Respondents live in Malang City

Based on the above sampling technique, the number of respondents can be determined using the Wibisono formula (in Nasution, 2019) as follows:

$$N = \left\{ \frac{((Z_{\alpha/2} \cdot \sigma)}{e} \right\}^2$$

$$N = \left\{ \frac{(1,96 \cdot 0,25)}{5\%} \right\}^2$$

$$N = 96,4 \text{ rounded up to } 96$$

Information:

N = Number of Samples

Z_{α/2} = Values from the normal distribution table over the confidence level 95% = 1,96

σ = Standard Deviation 25%

e = Error (Error limit = 5%)

The margin of error in research on Ventela Shoe consumers in Malang City is 5%, so the accuracy rate is 95%. Based on the formula above, it can be concluded that the number of samples taken in this study was 100 respondents.

Classic Assumption Test

Normality Test

According to (Syaiful Bahri, 2018) the normality test is a test for the distribution of data to be analyzed, whether the distribution of the test is below the normal curve line or not. The normal distribution is a bell-shaped and symmetrical distribution.

Multicollinearity Test

According to (Syaiful Bahri, 2018) the multicollinearity test has the aim of testing the regression model which found whether there is a correlation between the independent (independent) variables. The multicollinearity test has certain criteria, including:

- a. If the tolerance value level is > 0.1 and $VIF \leq 10$, then multicollinearity does not occur.
- b. If the tolerance value level is < 0.1 and $VIF \geq 10$, multicollinearity occurs

Heteroscedasticity Test

According to (Syaiful Bahri, 2018) heteroscedasticity is a different residual variance in all observations in the regression model. The heteroscedasticity test functions as a test tool whether in the regression model there is a difference in variance from the residual of one observation to another.

Model Feasibility Test

Determination Test (R-Square)

The determination test is a test that functions to measure the capability level of the model in describing variations from the independent (independent) variable to the dependent (dependent) variable or can also be spelled out as the ratio of the influence (Syaiful Bahri, 2018).

F Test

The F test is a test that aims to show the GOF (Goodness Fit Model) or commonly known as the feasibility of the model (Hair et al, 2014).

Hypothesis Testing

Formation of Regression Models

According to Sugiyono (2015), multiple linear analysis is a linear relationship between two or more of the independent variables ($X_1, X_2, X_3, \dots, X_n$) and the dependent variable (Y).

T test

According to Hair et al (2014) the T test is a statistical test used in research to show how much influence an independent variable individually has in explaining variations in the dependent variable.

4. RESULTS AND DISCUSSION

Data Presentation

Validity test

Table 1. Validity Test Results

Item	R-hitung	R-tabel	Sig. (2-tailed)	α	Conclusion
X11	0,805	0,1966	0,000	0,05	Valid
X12	0,898	0,1966	0,000	0,05	Valid
X13	0,897	0,1966	0,000	0,05	Valid
X14	0,844	0,1966	0,000	0,05	Valid
X21	0,868	0,1966	0,000	0,05	Valid
X22	0,913	0,1966	0,000	0,05	Valid
X23	0,858	0,1966	0,000	0,05	Valid
X24	0,844	0,1966	0,000	0,05	Valid
X31	0,911	0,1966	0,000	0,05	Valid
X32	0,916	0,1966	0,000	0,05	Valid
X33	0,920	0,1966	0,000	0,05	Valid
X34	0,878	0,1966	0,000	0,05	Valid
Y1	0,684	0,1966	0,000	0,05	Valid
Y2	0,908	0,1966	0,000	0,05	Valid
Y3	0,893	0,1966	0,000	0,05	Valid
Y4	0,867	0,1966	0,000	0,05	Valid

Source: Processed SPSS Output Data, 2023

Based on table 1 the results of the validity test, it is known that all R-count values for each item that measure the research variables are greater than R-table (0.1966), as well as the Sig value, (2-tailed) of the person correlation to the total variable each item is 0.000 < 0.05 (significance level or α), this indicates that the research instrument, in this case the questionnaire used to measure promotion, product quality, price, and purchasing decisions for Ventela shoe consumers in Malang City is valid or legal.

Reliability Test

Table 2. Reliability Test Results

Item	Cronbach's Alpha if Item Deleted	Provision	Conclusion
X1	0,887	> 0,6	Reliabel
X2	0,896	> 0,6	Reliabel
X3	0,842	> 0,6	Reliabel
Y	0,860	> 0,6	Reliabel

Source: Processed SPSS Output Data, 2023

Based on table 2 of the reliability test results above, it is known that the Cronbach's Alpha value for each research variable is greater than 0.6. This shows that the research instrument in the questionnaire used to measure promotion, product quality, price, and purchasing decisions for Ventela shoe consumers in Malang City is Reliable or Consistent.

Normality Test

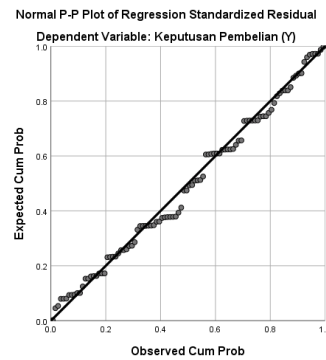


Figure 1. Figure P-P Normality Test Plot
Source: Processed SPSS Output Data, 2023

Based on Figure 1 the data normality test in the study using the P-P Plot above, it can be seen that the data points are around the regression line. This shows that the research data is normally distributed.

Table 3. Results of the Test of Normality Test of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Promotion	,086	100	,063	,983	100	,239
Product Quality	,080	100	,115	,984	100	,270
Price	,083	100	,085	,984	100	,247
Buying Decision	,082	100	,098	,985	100	,315

Source: Processed SPSS Output Data, 2023

Based on table 3 Test of Normality above, it can be concluded that the value of Sig. Kolmogorov-Smirnov all research variables are greater than 0.05. This shows that the promotional variable data, product quality, price, and the decision to purchase Ventela shoes for Ventela shoe consumers in Malang City are normally distributed.

Multicollinearity Test

Table 4. Multicollinearity Test Results

Model	Collinearitay Statistics		Dependent Variable
	Tolerance	VIF	
1	(Constant)		Purchase Decision
	Promotion (X1)	,593	
	Product quality (X2)	,527	
	Price (X3)	,460	

Source: Processed SPSS Output Data, 2023

Based on table 4 the results of the multicollinearity test above, it is known that the tolerance value of the three independent variables is greater than 0.1 and the VIF value of the three independent variables is less than 10, so it can be concluded that the promotion, product quality, and price variables do not occur multicollinearity.

Heteroscedasticity Test

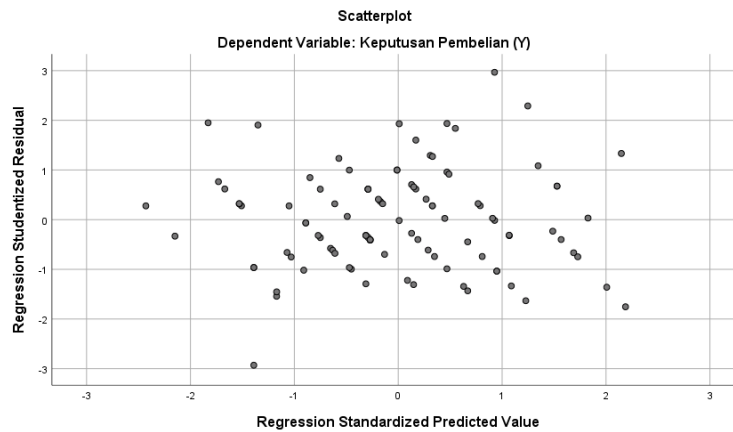


Figure 2. Scatterplots

Source: Processed SPSS Output Data, 2023

A residual data is said to have no heteroscedasticity if the data points do not form a certain pattern. Based on Figure 2 above, it is known that the residual data points are rather difficult to interpret, because there seems to be a certain pattern, so to reduce ambiguity, the following is used the Glejser test to test heteroscedasticity. In the Glejser test, the regression of the independent variables was carried out on the absolute value of the main regression residual. The residual data is said to have no heteroscedasticity if the Sig.t value resulting from the regression of the independent variables on the absolute residual value (RES_2) is greater than the significance level taken ($\text{Sig.t} > 0.05$).

Table 5. Table of Glejser Test Results

Model		T	Sig.	Dependent Variable
1	(Constant)	1,293	,199	RES_2
	Promotion (X1)	-1,037	,302	
	Product quality (X2)	-,292	,771	
	Price (X3)	1,811	,073	

Source: Processed SPSS Output Data, 2023

Based on table 5 the results of the Glejser test above can be seen that the Sig.t value of each independent variable is greater than 0.05. This shows that the data of this study did not experience symptoms of heteroscedasticity.

Determination Test (R-Square)

Table 6. Determination Test Results (R-Square)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.905 ^a	.819	.814	1.035

a. Predictors: (Constant), Price (X3), Promotion (X1), Product Quality (X2)

b. Dependent Variable: Purchase Decision (Y)

Source: Processed SPSS Output Data, 2023

Based on table 6 of the summary model above, it can be seen that the R-Square value is 0.819, which means that 81.9% of Ventela shoe purchasing decisions for Ventela shoe

consumers in Malang City are explained by promotion, product quality, and price. While the rest, $100\% - 81.9\% = 18.1\%$ is explained by other variables not considered in this study.

F Test

Table 7. Table Test F
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	467.070	3	155.690	145.208	.000 ^b
	Residual	102.930	96	1.072		
	Total	570.000	99			

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Price (X3), Promotion (X1), Product Quality (X2)

Source: Processed SPSS Output Data, 2023

Based on the data in table 7 above, it is known that the calculated F-value is 145,208 with Sig. of 0.000. While the F-table for $\alpha = 0.05$; $df_1 = 3$; and $df_2 = 96$ of 2,699. Because the value of F-count $>$ F-table and Sig. $<$ α (0.05), then H_0 is rejected and H_1 is accepted. This means that the regression model that is formed fulfills the good of fit model or the regression model that is formed is feasible and can be used to predict the purchase decision of Ventela shoes for Ventela shoe consumers in Malang City.

Formation of Regression Models

Table 8. Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	Dependent Variabel
		B	Std. Error	Beta	
1	(Constant)	.042	.680		Purchase Decision
	Promotion (X1)	.304	.054	.317	
	Product Quality (X2)	.348	.057	.366	
	Price (X3)	.347	.060	.369	

Source: Processed SPSS Output Data, 2023

Based on the B value in Table 4.16 above, the multiple linear regression model can be obtained as follows:

$$Y = 0,042 + 0,304X_1 + 0,348X_2 + 0,347 + \varepsilon$$

Based on the regression model formed, it is known that the regression constant is positive, equal to 0.042. This means that without promotion, product quality, and actual price, Ventela shoe consumers who were respondents in the study already had the desire to buy the product. This can be due to other factors that make consumers make purchases.

T test

Table 9. T Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Dependent Variabel
		B	Std. Error	Beta			
1	(Constant)	.042	.680		.061	.951	Purchase Decision
	Promotion (X1)	.304	.054	.317	5.621	.000	
	Product Quality (X2)	.348	.057	.366	6.131	.000	
	Price (X3)	.347	.060	.369	5.763	.000	

Source: Processed SPSS Output Data, 2023

Decision making conditions:

- H0 is accepted and H1 is rejected if the t-count value is between -t-table to +t-table and $\text{Sig.t} > 0.05$
- H0 is rejected and H1 is accepted if the t-count value is not between -t-table to +t-table and $\text{Sig.t} < 0.05$

The t-table value for $\alpha = 0.05$ and $df = 96$ is 1.98498. While the t-count value of the promotion variable is 5.621 with a Sig.t of 0.000. This shows that for the promotion variable the t-count value is not in the range -t-table to +t-table (5.621 is not in the range -1.98498 to +1.98498), and $\text{Sig.t} < \alpha$ ($0.000 < 0.05$). That is, promotion has a positive and significant effect on purchasing decisions. Likewise, the t-count value of the product quality variable is 6.131 with a Sig.t of 0.000. This shows that for the product quality variable the t-count value is not in the range -t-table to +t-table (6.131 is not in the range -1.98498 to +1.98498), and $\text{Sig.t} < \alpha$ ($0.000 < 0.05$). This means that product quality has a positive and significant effect on purchasing decisions. In addition, the t-count value of the price variable is 5.763 with a Sig.t of 0.000. This shows that for the product quality variable the t-count value is not in the range -t-table to +t-table (5.763 is not in the range -1.98498 to +1.98498), and $\text{Sig.t} < \alpha$ ($0.000 < 0.05$). This means that price has a positive and significant effect on purchasing decisions.

Discussion

Based on the analysis above, it can be seen that promotion has a positive and significant effect on the decision to purchase Ventela shoes for consumers of Ventela shoes in Malang City and product quality has a positive and significant effect on purchasing decisions for Ventela shoes for consumers of Ventela shoes in Malang City, besides that price also has a positive and significant effect significantly to the decision to purchase Ventela shoes for Ventela shoe consumers in Malang City.

5. CONCLUSION

Based on the results of research from data analysis conducted regarding the effect of product quality promotion and price on the decision to purchase Ventela shoes for Ventela shoe consumers in Malang City, the results show the following: The results showed that promotion had an effect on the decision to purchase Ventela shoes. Most

people think that promotions from Ventela shoes greatly influence their decision to purchase products, starting from price promotions, free shipping promotions, or other promotions so that these promos can arouse their desire to decide to buy. In addition, the level of intensity or frequency of promotions is also very important in making an effort to introduce products from shoes so that the role in the Ventela promotion program can increase sales volume.

In addition, the results of the study also show that product quality influences the decision to purchase Ventela shoes. Good product quality is basically obtained from a long enough durability, besides that there are other factors that are formed such as designs that are in accordance with existing trends or with certain targets, namely students or students who prefer simple and elegant designs when used. With the existence of quality product creativity, it can increase the value of consumer purchasing power, so it is very important for the Ventela company to continue to innovate by creating simple and elegant designs but also maintaining the materials or materials for the production of these shoes.

In addition, the results of the study also show that price influences the decision to purchase Ventela shoes. Price is also a very important factor for strategy in product marketing. Affordability of prices makes Ventela products easy to obtain by consumers. Apart from that, the suitability of the price for the quality and benefits provided by the Ventela company to Ventela consumers has also made Ventela even more popular with many people. The role of price in the marketing strategy for Ventela shoes is very important to increase people's purchasing power for products from Ventela shoes.

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