



<https://journal.uc.ac.id/index.php/rome>

The Efforts to Increase the Purchasing Decision of Skechers Shoes at After-Disc Shoe Shop

Alfin Muslikhun¹, Wellie Sulistijanti²

^{1,2} Institut Teknologi Statistika dan Bisnis Muhammadiyah Semarang.
Indonesia

*Corresponding author: alfin.muslikhun@itesa.ac.id

Abstract

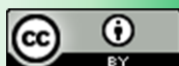
This research aims to test how much influence factors have in increasing consumers' decisions to buy original shoes at the After-Disc Shoe Shop. The population in the research is all customers who buy Skechers shoes at the After store with unlimited consumers. The research sample consisted of 100 people who were calculated using the Lames haw formula, and the sampling method used the Accidental Sampling method. The data was processed using the SPSS version 22 application. The test results show that price plays a significant positive role in purchasing decisions. Additionally, store image has been proven to have a significant positive role in buying decisions. Product quality also plays a significant positive role in influencing purchasing decisions. The coefficient of determination value is 73.7%, which means that purchasing decisions in this study are influenced by price variables, store image, and product quality. The remaining 26.3% is the influence of other variables. Simultaneous testing produces price, store image, and product quality, which together play a role in purchasing decisions.

Keywords: price, store image, product quality, purchasing decisions

OPEN ACCESS

e-ISSN [2548-3552](#)

p-ISSN [2548-3536](#)



© 2024 School of Business and
Management Universitas
Ciputra Surabaya

INTRODUCTION

With the transition of the Industrial Revolution era 4.0 to 5.0, the business world began to switch from selling offline to selling online. Kotler & Armstrong (2017) explains that consumers in this digitalization era tend to buy products via smartphones (mobile internet), they use the internet to meet their daily needs. In 2016, the number of e-commerce retail sellers in America increased by 35% from 2015, driven by the large number of consumers making online purchases. Based on the above statement, it can be said that producers are starting to switch to selling online because it is easier to reach consumers. Manufacturers who still use traditional sales systems are increasingly eroded by the times if they do not make changes (Kasali, 2016).

After-Disc Shoe Shop is a shoe store that sells original shoe products from various leading brands abroad. These are the shoes that consumers often look for at the After-Disc shops are Skechers brand shoes. This shoe product is a shoe product from the United States that is world famous. After-Disc shoe store sells Skechers shoes at affordable prices, as do other original-quality stores. The Skechers brand image is no doubt in the world of shoe sales. After-Disc Shoe Stores are faced with a problem where Skecher shoe sales often fluctuate every month. This is because consumers have considerations in finding information before deciding to buy. Consumers consider price, store image, and product quality when buying shoes. Before buying a product, consumers always look for and compare the selling price of shoes in each online store. For expensive shoes, they tend to switch to another store. Apart from price, the image of a shoe store is also a consideration for consumers. Consumers will purchase shoe products at stores that already have a good reputation. If the store has a bad image, then consumers will not buy at that store. In addition, the quality of shoes is also a consideration. Consumers want quality shoe products. These three variables can increase consumer decisions to buy After-Disc Shoe Store shoe products.

After-Disc Shoe Stores, when selling Skechers shoe products, really pay attention to factors such as price, store image, and product quality. The price offered is affordable, and so is the image of the After-Disc shoe store's online sales are very good, as evidenced by the 4.8-star rating in the marketplace. The product quality of Skechers brand shoes at After-Disc shoe store is original shoes, not fake. After-Disc Shoe Store dares to guarantee that the purchase money is returned 100% and the shoes are given free if it is proven that the shoe product is fake. However, among these factors, it has not strengthened consumer decisions to buy products. Nurfauzi (2023) explains that price has a role in consumer purchasing decisions. The more affordable a competitor's bargaining price is, the more the decision to buy can increase—the selling price of Skechers shoes at After-Disc Shoe store is relatively affordable compared to other shoe stores. The effect of price that can influence purchasing decisions has also been researched by Nurfauzi (2023), Doni Marlius (2023), Aulia (2023), Faridah (2023), and Alfiah (2023) found that price findings have a role in increasing consumer decisions in buying products.

Apart from the affordable selling price, After-Disc Shoe Stores image in the marketplace is unquestionable. After-Disc Shoe Store has a high star and is a superior store in the marketplace because reviews from buyers are positive, honest, trustworthy, and they dare to provide a money-back guarantee. Shoes are given free if proven to be counterfeit. This makes buyers more confident and willing to buy Skechers shoe products at After-Disc Shoe Stores. This can be said if the store image can increase consumer purchasing decisions. Research from Azizah (2024), Rosadi (2023), and Saputri (2023) found that a good store image will be able to influence consumers to decide to buy a product.

Apart from the price and image of After-Disc Shoe Stores, the quality of Skechers shoe products sold by After-Disc Shoe Stores are the main pioneers for consumers when buying. The original product

must provide something different to satisfy consumers who want to buy again someday. Consumers are looking for products whose quality is original, not fake. This emphasizes that good quality will determine purchasing decisions. Research that discusses quality with purchasing decisions from Saputri (2023), Nurfauzi (2023), Hestiana (2023), and Alfiah (2023) produces findings that superior product quality influences consumers to buy.

Based on the above factors, a study can be formulated that examines price, store image, and product quality in the decision to purchase Skechers shoes at After-Disc Shoe Stores. This study formulates the problems contained in the study, namely testing the variables used (price, store image, product quality) in influencing purchasing decisions for Skechers shoes at After-Disc shoes. This study aims to measure the performance sales of Skechers brand shoes and public interest in buying Skechers shoes.

LITERATURE REVIEW

Kotler & Keller (2017) Explains that consumer behavior is a science that discusses the role of a person, both individually and in groups, in behaving in everyday life to meet needs and get satisfaction. Consumer behavior forms a perception from the beginning of knowing the product to deciding to buy the product (Kotler & Armstrong, 2017). Consumer purchasing behavior can be influenced by several factors, including cultural, social, personal, and psychological factors. Consumers will tend to have a view where the brand will form a desire and become an intention to buy the brand. Kotler & Armstrong (2017) explains that a purchase decision is a stage when consumers solidify their choice and immediately make a decision to buy a product that has been prepared based on consideration of various alternatives. Kotler & Keller (2017) explains that consumers go through five phases when buying goods such as need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

States that price is a benchmark in assessing goods or services that have the aim of being exchanged and traded in order to obtain ownership rights from someone on the basis of agreement and mutual willingness to release. Price has a role in buying and selling, namely as a tool to allocate roles and provide information to potential buyers. Kotler & Keller (2017) explains that in determining a price, producers have strategies that will be taken, including Markup pricing, pricing based on target returns, pricing based on perceived value, pricing value, pricing according to prevailing prices, and closed tender pricing. It states that an image is a belief and impression that a person has of an object or object that he knows or knows about, and everyone has a different view and cannot be forced to do so. Sumarni & Suprihanto (2014) define that the image of a place can be formed due to the existence of four basic inherent components, including Perception, which is defined as the result of personal observation; inherent self-belief; motives that exist in a person, an open and respectful attitude.

Explains product quality is something that is inherent and characteristic of products and services that are able to meet someone's expectations to be able to attract that person to become a buyer. Kotler & Armstrong (2017) also explain that product quality is a special characteristic of the product to be able to meet consumer needs. The elements inherent in product quality are price, economical, durability, safety, ease of use, ease of recycling.

Consumers, when buying, certainly have several factors that influence them, one of which is price. Consumers tend to look for goods that are cheap compared to expensive prices. Before buying, consumers will check price comparisons for similar products. If it feels that the price is affordable and suitable, then consumers will immediately decide to buy the product. After-Disc shoe store in selling

Skechers shoe products has an affordable selling price from other shoe stores. Skechers shoe products sold by After-Disc Shoe Stores are original products (not fake), and the prices offered are also relatively affordable compared to other shoe stores. Several previous studies from also by Nurfauzi (2023), Doni Marlius (2023), Aulia (2023), Faridah (2023), and Alfiah (2023) found that price has a role in shaping consumer decisions. Therefore, the explanation above can formulate the following hypothesis:

H1. There is a significant positive effect of price on purchasing decisions.

Store image is an important benchmark for consumers when shopping. Consumers tend to look for stores that have a good image and are well known because it is certain that the products sold are guaranteed quality and product standardization. With a good store image, consumers do not need to consider shopping directly. For this reason, the store image must really be created and must be maintained in order to keep consumers comfortable when shopping and deciding to buy at the store.

The image of After-Disc Shoe Stores selling original shoes is no doubt. There are also many Skechers shoe products that have been sold. Sales of Skechers shoes offline and online have been going on for years, and many customers are satisfied with the well-managed store service. The average buyer already knows the Skechers shoe brand. They tend to immediately check out the purchase of Skechers shoes. This is because the image of the After-Disc shoe store is good in the eyes of the public. Research from Azizah (2024), Rama Rosadi (2023), and Saputri (2023) found a positive influence of store image on consumer decisions to buy. Based on the description that has been presented, the following hypothesis can be formulated:

H2. There is a significant positive effect of Store Image on Purchasing Decisions.

Product quality is a key factor for consumers when deciding to purchase, as they prioritize quality in their buying decisions. After-Disc Shoe Store sells original Skechers shoes, known for their high-quality materials, trendy appearance, and variety of models, making them highly sought-after. With good product quality, a reputable store image, and affordable prices, consumers often make purchasing decisions quickly. Previous research by Saputri (2023), Nurfauzi (2023), Hestiana (2023), and Alfiah (2023) confirms a positive impact of product quality on purchasing decisions. Based on this, the following hypothesis is formulated:

H3. There is a significant positive effect of the Product Quality variable on Purchasing Decisions.

Based on the hypothesis formulated, a framework can be formed, which can be described in this study as follows:

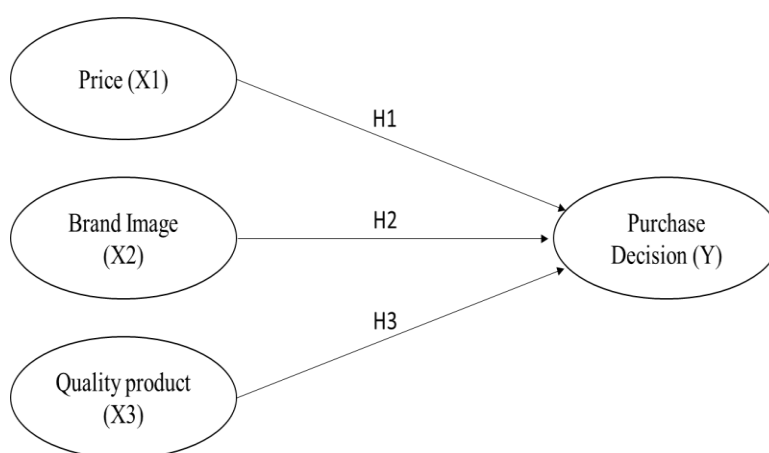


Figure 1. Conceptual Framework

METHODS

This research is included in explanatory research. Explanatory Research is a study that tests hypotheses to find out the results of hypotheses that have been developed by previous research (Naess, 2020; Mende, 2020). The population used is all offline buyers or buyers who come and make purchases of Skechers brand shoes at After-Disc Shoe Stores. The sample is assessed based on buyers who are willing to become respondents when buying Skechers shoe products. The sample was determined using the Lemeshow formula, and a sample of 100 respondents/person was obtained (Qiu et al., 2022).

The data was obtained through distributing questionnaires, and the method used to collect data in this study was a purposive sampling method with the consideration that buyers come directly to the After-Disc shoe store or do not make purchases online; buyers buy Skechers brand shoes; buyers use shoes for personal use not as gifts. After the data is collected, the data is analyzed using the SPSS version 22 program by testing (data instruments, model feasibility, and Multiple Regression Test).

RESULT

Based on the results of the data that has been processed, it can be explained that the highest number of Skechers shoe buyers is male, with 85 people. At the same time, the female gender is 15 people. The respondents who bought the most Skechers shoes were 31-35 years old, as many as 37 people. Meanwhile, buyers whose users are few are respondents aged between 16 and 20 years, as many as five people.

Table 1. Model Feasibility Test

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	590.831	3	196.944	93.338	.000 ^a
Residual	202.559	96	2.110		
Total	793.390	99			

Among Skechers shoe buyers, the highest education level is bachelor's degree students (40), followed by D3 students (35), and SMA/SMK students (25). Data validity testing shows $r \text{ count} \geq r \text{ table}$ (0.165), confirming the indicators' validity, while reliability testing shows an alpha coefficient ≥ 0.70 , indicating reliability. The F test result ($93.338 > 2.73$, sig. $0.000 < 0.05$) confirms that the three independent variables collectively impact purchasing decisions. The coefficient of determination (0.737) indicates these variables account for 73.7% of the influence on purchasing decisions, with 26.3% influenced by other factors.

Table 2. Hypothesis Test (t-Test)

Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)	2.978	5.275	.022
	Price (X1)	.544	20.346	.000
	Brand Store (X2)	.244	5.650	.017
	Quality Product (X3)	.335	9.238	.002

Based on the table presented, the following results can be seen: the results of testing hypothesis 1 (H1) show the value of $t \text{ count} = 20.346 > t \text{ table} = 1.660$, with a sig value of $0.000 < 0.05$. So it can be

said that price has a role in influencing consumers to decide to buy Skechers shoes. (Hypothesis one is accepted). The results of testing hypothesis 2 (H2) show the value of $t \text{ count} = 5.650 > t \text{ table} = 1.660$, with a sig value of $0.017 < 0.05$. So it can be said that Store Image has a role in influencing consumers to decide to buy Skechers shoes. (Hypothesis 2 is accepted). The results of testing hypothesis 3 (H3) show the value of $t \text{ count} = 9.238 > t \text{ table} = 1.660$, with a sig value of $0.002 < 0.05$. So, it can be said that product quality influences consumers' decision to buy Skecher's shoes (Hypothesis 3 is accepted).

$$Y = 2.978 + 0.544 X1 + 0.244 X2 + 0.335 X3$$

The constant value in the multiple regression equation is 2.978. This states that if the value of the other independent variables is zero (0), then the Purchasing Decision is 2.978. The Price regression coefficient (X1) is 0.544. This can be interpreted that if the price increases by one unit while other variables are considered constant, the independent variable, the Purchasing Decision, will increase by 0.544. The Store Image (X2) regression coefficient is 0.244. This shows that if the Store Image increases by 1 (one) unit while other variables are considered constant, the independent variable, namely the Purchasing Decision, will increase by 0.244. The regression coefficient on the Product Quality variable (X3) is 0.335. This means that if the Product Quality variable increases by one (1) unit and other variables are held constant, it means that the Purchasing Decision variable will also increase by 0.335.

DISCUSSION

Based on the results of data processing, it can be stated that price has an important role for consumers in deciding to buy Skechers shoes, so it can be interpreted that the more precise the determination of the selling price of Skechers shoes, the more confident consumers will be in deciding to make a purchase. These results are similar to the findings of Nurfauzi (2023), Doni Marlius (2023), Aulia (2023), Faridah (2023), and Alfiah (2023) which produce findings if price has an important role in influencing consumers to buy.

The power of attraction that makes consumers buy Skechers shoes at After-disc shoe stores is the affordable price. Before making a purchase, of course, consumers will look at the price of the item. Consumers decide to buy Skechers shoes at the After-disc shoe store because the prices in this shop are among the cheapest among original shoe stores. The selling price of Skechers shoes in After-Disc Shoe Stores ranges from IDR 300,000 to IDR 700,000, and the motifs and models are very diverse. At the same time, sales in other stores can reach the cheapest Rp 1,000,000, and the price gap is quite far adrift with other shoe stores. This is the strength that attracts buyers to buy Skechers shoe products at this store.

After-Disc Shoe Stores try to provide low prices but not cheap ones so that they can make potential buyers decide to buy Skechers shoe products at After-Disc Shoe Stores. In addition, the After-Disc shoe store also provides a 100% free refund guarantee if Skechers shoes are fake. With this guarantee, consumers will certainly be more interested in buying at the After-Disc shoe store. Gradually, buyers at After-Disc Shoe Stores are increasing because they feel the decision to buy shoes at this store is very appropriate. There are also many consumers who buy at the After-Disc shoe store and buy again (re-order) because they have proven themselves. The more appropriate After-Disc shoe store is in providing the selling price of Skechers shoes, the more confident consumers are in buying Skechers shoes. So, the hypothesis formulated is proven.

Based on the results of SPSS processing, it states that store image has an important role in consumer decisions to buy, so it can be interpreted as the better the After-Disc store image in selling Skechers shoes, it will increase consumer decisions to buy Skechers shoes. These results are similar to the findings of Azizah (2024), Rama Rosadi (2023), and Saputri (2023), which produce research findings that store image has an important role in shaping consumers' desire to buy.

Store image is an important part of the consideration of buyers. A store image that is well known by the public and its products are always the attention of buyers. The image of an After-Disc shoe store in the marketplace cannot be doubted. As for offline sales, they are still known by the surrounding area because the place is still in the Bubakan area, Cangkiran Boja. The existence of after-Disc shoe stores selling original shoes from year to year proves that they are selling professionally. Buyers who already know the position of shoe stores and know Skechers shoes certainly have no doubts about making decisions to buy products.

After-Disc shoe store sells Skechers shoes with original quality. There are already many buyers who buy Skechers shoe products and give good testimonials in their assessments. This will also support a good image for After-Disc Shoe Stores in sales. With the support of the testimonials of the buyers, they prove themselves that the After-Disc shoe store is trustworthy and does not cheat in selling goods. To enhance the image of After-Disc, the shoe store will also be better. Sales in the Marketplace: The after-disc shoe store is already a star seller in selling original shoes. This achievement is the result of the hard work of maintaining the mandate, which in turn makes the image of the After. Disc shoe stores are more existent, which makes consumers not think twice if they buy shoes at the After-Disc store. The hypothesis formulated in this study is proven.

The results of data processing using SPSS produce findings that the product quality of Skechers shoes has a role in shaping consumer decisions to buy. This finding is similar to the results of previous research from Saputri (2023), Nurfauzi (2023), Hestiana (2023), and Alfiah (2023), which state that product quality always plays a role in shaping purchasing decisions. The quality of Skechers shoes is unquestionable. Skechers shoes are shoe products with trademarks from the United States that have existed for a long time. Decades of experience have given Skechers shoes their own place in the hearts of consumers. The basic materials for making Skechers shoes use selected materials that are very well done and make Skechers shoes of very superior quality.

Product quality is an important part of deciding on a purchase, apart from the price and store image factors. Consumers choose shoes of very good quality because of their durability. Apart from durability, Skecher's shoes also have an attractive and trendy motif that makes consumers really like Skecher's shoe products. After-Disc shoe store sells original Skechers shoes. This makes consumers who initially only checked in the marketplace decide to buy Skechers shoe products. Consumers who already know Skechers shoe products will certainly buy them immediately, especially given the low selling price at the cheap After disc shoe store. So, it proves that well-standardised quality will increase consumers' desire to buy products. The formulation of the hypothesis in this study is proven.

CONCLUSION

The test results of formulated hypothesis one state that price has an important role in consumers' decision to buy Skechers shoes. This means that the more precise the determination of the selling price of Skechers shoes at the After-Disc shoe store will increase consumers' desire to buy Skechers shoes at the After. Disc store. Hypothesis testing two results in the finding that store image has an influence on consumers' decision to buy. So it can be interpreted that the more existing and better the image of the

After-Disc shoe store in selling Skechers shoes will increase consumer decisions to buy Skechers shoes at the After-Disc store. Hypothesis testing three results found that product quality has an influence on consumer decisions to buy Skechers shoes. This means that the good and standardized product quality of Skechers shoes will increase consumer decisions to buy Skechers shoes at the After-Disc store.

LIMITATION

To continue to improve shoe purchasing decisions, After-Disc Shoe Stores can capture every consumer and record consumers who have bought shoe products so that there will be good feedback for After-Disc Shoe Stores because customers feel respected and the store does not lose track of buyers if the buyer wants to reorder. Researchers who research purchasing decisions should develop other variables that still have a role in purchasing decisions, including promotions, discounts, trust, gifts, and others.

REFERENCES

- Alfiah, A. S. (2023). The Effect of Product Quality, Brand Image, and Price on Purchasing Decisions for Taco Brand Vinyl Flooring at CV Indosanajaya Bandung City. *SEIKO: Journal of Management & Business*, 6(1), 492-503.
- Aulia, T. (2023). The effect of trust, ease of use, and price on purchasing decisions at E-Commerce Shopee in Bandar Lampung. *Journal of Strategy of Management and Accounting Through Research and Technology (SMART)*, 2(2), 58-69.
- Azizah, A. N. (2024). The Effect of Product Quality, Price Perception, Store Image and Location on Purchasing Decisions (Study on Salted Fish Consumers in Rembang Regency). *Jessa (Journal of Sharia Economics and Economics)*, 7(1), 68-79.
- Doni Marlius, N. J. (2023). The Effect of Price and Promotion on Consumer Purchasing Decisions Y.O.U at Hasanah Mart Air Haji. *Economina Journal*, Volume 2, Number 2, February 2023.
- Faridah, F. N. (2023). Promotion and Price on Purchasing Decisions. *Journal of Management and Business (JOMB)*, 5(1), 258-267.
- Hestiana, H. M. (2023). The effect of product quality, price, and promotion on motorcycle purchasing decisions. *ACCOUNTABLE: Journal of Economics and Finance*, 20(3), 338-349.
- Kasali, R. (2016). *Disruption*. Jakarta: PT Gramedia Pustaka Utama.
- Kotler, P., & Armstrong, G. (2017). *Principles of Marketing*. Global Edition. Pearson.
- Kotler, P., & Keller, L. (2017). *Marketing Management, 15th Edition New*. New Jersey: Pearson Prentice Hall, Inc.
- Nurfauzi, Y. (2023). Literature Review: Analysis of Factors Affecting Purchasing Decisions, Product Quality, and Competitive Prices. *Management Studies and Entrepreneurship Journal*, Vol 4(1) 2023: 183-188.
- Rama Rosadi, L. A. (2023). The Effect of Store Atmosphere and Store Image on Purchasing Decisions (Survey of Superindo Supermarket Karawang Customers). *Journal of Business Management and Organisation*, Vol. 2, No.1, June: 79-84.
- Saputri, I. D. (2023). The Effect of Product Quality, Price and Store Image on Purchasing Decisions. *Journal of Business and Economics Research (JBE)*, 4(2), 134-141.
- Sumarni, M., & Suprihanto, J. (2014). *Introduction to Business*. Yogyakarta: Liberty.