

Brand Matters, But So Does Style: Analysis of Fashion-Oriented Sports Footwear Purchase Decisions Among Consumers

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ABSTRACT

This study aims to examine the influence of brand image, price, and product design on consumer purchase decisions for fashion-oriented sports footwear. Specifically, it investigates how each factor contributes to shaping consumer behavior and purchasing decisions. The research adopts a quantitative approach using purposive sampling techniques. The population consists of Nike Air Jordan users in Banjarmasin, with a total sample of 120 respondents. Data were analyzed using multiple linear regression analysis. The findings reveal that brand image, price, and product design have positive and significant effects on purchase decisions. Strong correlations among these variables indicate that both tangible and intangible aspects play important roles in influencing consumer behavior. The study contributes theoretically by integrating brand image, price, and product design into a unified framework for explaining purchase decisions, offering a more comprehensive understanding of consumer behavior in fashion-oriented consumption. Practically, the findings provide insights for marketers and companies in developing effective strategies to enhance consumer purchasing interest. However, this study is limited by its cross-sectional design, specific demographic scope, and reliance on self-reported data, which may affect the generalizability and accuracy of the findings.

Keywords: *brand image, price, product design, purchase decision, consumer behavior.*

1. INTRODUCTION

The advancement of the modern era has substantially accelerated technological development on a global scale. Rapid technological transformation has also reshaped consumer lifestyles and behavioral patterns. Consequently, business actors and producers are required to become more responsive to consumer preferences and demands to ensure that products are communicated effectively and efficiently. These developments have intensified market competition, compelling firms to continuously refine and strengthen their business strategies through ongoing innovation and evaluation. In response to increasingly dynamic consumer needs, companies are encouraged to develop innovative products that align with evolving market expectations. Within this highly competitive business environment, the ability to adapt quickly to technological advancement and changing market demands has become a critical determinant of organizational success. Accordingly, firms need to engage in continuous research and development activities while closely monitoring emerging trends and shifts in the global marketplace (Krisnando et al., 2024).

Marketing represents one of the fundamental activities required by both manufacturing and service firms to maintain business sustainability. This is because marketing functions as the primary interface between companies and consumers. In this context, marketing may be understood as a set of activities associated with identifying, understanding, and responding to market dynamics. It also plays a critical role in analyzing and evaluating consumer needs and preferences while integrating these insights into broader organizational activities.

Footwear products have gained substantial popularity among Indonesian consumers, leading to increasingly intense competition within the industry. As a result, shoe manufacturers are compelled to develop high-quality products capable of attracting consumer interest. Competitive pressure has further intensified due to the growing presence of imported footwear products in the domestic market. To sustain competitiveness, companies must continuously innovate in terms

of product design and quality while adapting to rapidly changing fashion trends. In addition, firms are required to implement effective marketing strategies, including the utilization of social media platforms, collaborations with influencers, and promotional activities across multiple distribution channels to enhance consumer engagement. Through these strategies, shoe companies are better positioned to maintain and expand their market share in an increasingly competitive marketplace (Kurniawan et al., 2021).

The rapid development of style pushes design and innovation to become inseparable needs. The abundance of design choices makes it easy for everyone to choose a style that suits their preferences. With increasingly refined innovative development, efforts to meet design needs are now very easy to accomplish. Today, style ability is not just about covering the body but has become a special instrument important for conveying one's character (Fauzi et al., 2023). It is undeniable that shoes have now become one of the style elements deemed important by many people to appear more up-to-date, popular, and elegant. Shoes are no longer just foot protectors but have become an integral part of identity and personal expression. The various designs and models of shoes that keep emerging allow individuals to choose and express themselves through the footwear they wear. Innovations in shoe-making technology also provide additional comfort and functionality, making shoes not only visually appealing but also functional. Shoe companies that want to remain relevant and competitive must keep up with the latest style and innovation trends, as well as understand consumer preferences. They need to conduct in-depth market research to identify new trends and the ever-changing consumer needs. By doing so, they can create products that not only meet functional but also aesthetic needs of the users (Wijayanti et al., 2024).

Nike is one of the leading sports shoe manufacturers in the world. The history of Nike is closely tied to its two founders, Bill Bowerman and Phil Knight. The importance of product quality is one of Nike's priorities. Nike shoes are the most sought after and used by athletes and are known by consumers for their outstanding products. However, they rank second among all sports shoe brands, competing with Adidas, the top sports shoe brand (Achmadi et al., 2022). Nike is known as the largest sneaker company in the world. With the progress of the modern era, Nike shoes, which were originally designed for sports, are now also used as everyday footwear. In Indonesia, competition for the Nike company has increased due to the many industries and the wide sports shoe market. The continuity of the company is influenced by the hedonistic lifestyle that becomes an important aspect. Air Jordan shoes are one of the basketball shoe brands produced by Nike. These shoes were created for basketball and have a phenomenal icon, Michael Jordan. Air Jordan I was produced in 1984 and released in 1984-1985. These shoes were designed by several designers, including Peter Moore, Tinker Hatfield, and Bruce Kilgore. All versions of Air Jordan are still being produced today.

Since its launch, Air Jordan shoes have evolved from basketball shoes to fashion shoes. Featuring series from 1 to 31, Air Jordan has mentioned several active NBA players as ambassadors, such as Blake Griffin, Russell Westbrook, Carmelo Anthony, and others. To date, Air Jordan has been in the athletic footwear market for about 30 years. However, sneakers are not just basketball shoes; they are now collectible items. Enthusiasts often compete eagerly to obtain Air Jordan shoes not for use but for collection (mainbasket.com.). In MJ's second season in the NBA, Nike released 13 colorways for the Air Jordan One series. Some of these you might recognize: Bred, Chicago, and others. Although Nike released many colorways for the AJ1, the 13 mentioned above will always be known as the OG colorways. When these shoes sold out in the market, Nike immediately marketed them again. But they miscalculated and produced too many. The AJ1 shoes did not sell and were stored on shelves for years. In some stores, they were even cheaper, up to \$20. This is impossible in today's reseller era (Review.Bukalapak.com).

This product design of Nike Air Jordan which emphasizes personal satisfaction and pleasure, drives consumers to purchase products that are not only functional but also have high aesthetic value. Nike shoes, with their innovative designs and guaranteed quality, can attract consumers who prioritize style and trends. Additionally, effective marketing and collaborations with various athletes and celebrities also help increase the popularity and sales of Nike products. In facing fierce competition in the sports shoe market, Nike needs to continuously innovate and maintain the quality of their products. Proper marketing strategies, as well as a deep understanding of consumer preferences, will be key to their success. By continuously following trend developments and market needs, Nike can maintain its position as one of the leading sports shoe manufacturers in the world (Fitria, 2022 in Krisnando et al., 2024).

One of the Nike shoes well-known among Indonesians is the "Air Jordan." Initially developed as a basketball shoe, it eventually became an everyday shoe and is now a fashion shoe among young people. The design of this shoe, especially the "Air Jordan 1," was inspired by the American basketball player Michael Jordan (Alexander & Widjaja, 2024). As of May 31, 2022, Nike reported sales revenue from shoe products amounting to US\$29.1 billion, equivalent to Rp. 431.8 trillion. Nike shoes have long been known as the most expensive shoe manufacturer in the world. Although the prices are quite high, Nike shoes remain popular among a wide range of buyers. The popularity of Air Jordan shoes is inseparable from the influence of Michael Jordan, one of the most iconic basketball players of all time. The success of this product line is also driven by innovative design, high quality, and the ability to stay relevant with current fashion

trends. Besides being used on the basketball court, Air Jordan shoes are often seen in various lifestyle and fashion events. Nike's success in selling premium-priced products shows that consumers appreciate the value provided by the brand. Continuous innovation, collaborations with athletes and celebrities, and a focus on customer satisfaction are key factors that ensure Nike remains a leader in the global shoe industry (Wijayanti et al., 2024).

The main reason why consumers choose Nike products is to follow current fashion trends. However, there are also other reasons, such as the distinctive appeal of these shoes in terms of shape, color, and pattern. The phenomenon in this study shows that Nike products are the target of today's youth. Today's youth style pays great attention to their appearance. More and more young people can determine the type of sports shoes that already have a famous brand like Nike. Nike products, especially lines like Air Jordan, manage to capture the attention of young people due to several factors: 1) Attractive Design. The shape, color, and patterns of Nike shoes are designed to attract attention and meet the aesthetic tastes of young people. The unique and innovative designs make these shoes a symbol of status and style. 2) Association with Famous Figures. Collaborations with famous athletes like Michael Jordan and the use of celebrities in marketing campaigns add extra appeal for young consumers who often follow their idols. 3) Quality and Innovation. Nike is known for its high-quality products and technological innovations in its shoes. This provides added value for consumers looking for comfort and performance, in addition to appearance. 4) Brand Image and Social Status. Owning products from a famous brand like Nike is often associated with higher social status. Young people wearing Nike shoes feel more confident and appear cooler in the eyes of their peers. 5) Effective Marketing. Nike's aggressive and creative marketing strategies, both through social media, advertising, and event sponsorship, help strengthen the brand image among young people. With this combination of factors, Nike can maintain and even increase its appeal among young people. Nike shoes not only serve as footwear but also as a lifestyle symbol and personal identity that aligns with the trends and aspirations of today's younger generation (Kurniawan et al., 2021).

The decision to purchase a product, whether goods or services, is influenced by internal emotional drives and external influences. The purchase decision process is a psychological process important for understanding how consumers make their purchasing decisions (Kurniawan et al., 2021). According to Buchari (2013), purchase decisions are influenced by economic, financial, technological, sociocultural, political, product, price, location, promotion, physical evidence, environmental influences, and processes. In the context of Nike shoes, purchase decisions are influenced by price, fashion trends, technological innovation, and promotion. Understanding this process helps Nike develop effective marketing strategies to attract and retain consumers (Achmadi et al., 2022).

The purchase decision is a crucial stage in the consumer decision-making process, where consumers choose to buy products according to their desires. Consumers will process this information to determine which product to buy, its brand, place of purchase, and time of purchase. Consumers tend to choose well-known products that offer desired benefits and meet their expectations (Shaleh, 2019). The effectiveness of a brand's marketing strategy will enhance customer awareness of the product.

Nike's sports shoes continue to be known for their excellent quality and attractive product designs for young people, so Nike must ensure that it continues to provide the best products to attract more consumers (Achmadi et al., 2022). Brand image is a representation formed from information coming from various sources, according to Firmansyah (2018). Information and experiences with the product create perceptions that shape the brand image. Beliefs and attitudes related to the brand are reflected through this image. Hermanto & Saputra (2019) reveal that brand image creation is done through the brand itself, which serves as a benchmark for consumers in evaluating its products or services (Al Fayed et al., 2020). A well-known brand image, innovative product design, and consistent product quality will be the main added values for consumers in making purchasing decisions (Saputri et al., 2019).

Attractive product designs that match market tastes are a top priority for consumers. Variation in product design not only adds sales value but also influences consumer purchase decisions. Consumers tend to choose products that are not only of good quality but also have attractive designs that match their preferences. Therefore, product development designed to meet consumer satisfaction is a key factor in determining sales success in this competitive market (Saputri et al., 2019).

Product design is the arrangement of goods or services created to be accepted and satisfy target consumers, as well as being difficult for competitors to replicate, resulting in attractive and unique products that influence consumer purchase decisions (Harsanto, 2017). According to the Business Encyclopedia (2018), product design should include several elements that enhance the product's value and connect emotionally with consumers, thereby creating brand awareness, recognition, interest, and preference. An elegant design makes Nike shoes look luxurious, making the high price deemed worth it by consumers. They consider buying expensive, luxurious, popular, and latest Nike products a pride as they are considered exclusive (Achmadi et al., 2022 in Susanti & Saputra, 2022).

Price is the amount of money consumers pay to obtain the desired product or service. According to Lili & Marheni (2016), price is the burden consumers bear in return for the right of ownership and use of the product or service. Price is also the exchange value of the product or service expressed in monetary units, reflecting the entire production costs and the desired profit margin by the company (Al Fayed et al., 2020). Nike offers various price ranges balanced with the quality provided to consumers. Nike shoes tend to be relatively expensive because they are made from high-quality materials and equipped with technology such as Lunarlon foam, enhancing user comfort. Therefore, despite the high price, consumers feel the value is worth it due to the quality and features they receive (Susanti & Saputra, 2022).

Price plays a crucial role in the consumer purchase decision process in two important aspects. First, price helps determine how consumers can get the highest value or benefit based on their purchasing power (Susanto, 2013). Second, price also functions as an indicator of product quality. Consumers often assume that a higher price reflects better quality, though this is not always true in all cases. Practically, price often becomes the first factor considered by consumers when buying a product. However, for consumers with modern lifestyles who tend to follow trends and aesthetic values, price may not be the primary factor considered. They are more likely to choose products that align with their trends and lifestyles, regardless of the price range. This shows that, in certain contexts, price can reflect consumer lifestyles and preferences more than just economic value (Ma'rifa, 2021 in Achmadi et al., 2022).

Nike sports shoes are indeed highly sought after and known for their high-quality products. Even so, Nike still ranks second in the Top Brand for sports shoes, with Adidas taking the first position. One main reason is the price factor. Nike tends to offer sports shoes at a higher price, ranging from Rp. 700,000 to millions of rupiahs, compared to its competitors. However, Nike has continued to gain popularity over the past three years according to the Top Brand Index Award in 2019, 2020, and 2021. This indicates that despite the high price, consumers still recognize the value and quality offered by Nike products, making the brand competitive despite tight price competition with Adidas. This illustrates that consumer purchase decisions are not solely influenced by price but also by brand image, product quality, and user experience provided by Nike (Susanti & Saputra, 2022).

Based on the background already described, the researcher aims to investigate the influence of brand image, price, and product design on the purchase decision of "Air Jordan" products in Banjarmasin. The research to be conducted on the influence of brand image, price, and product design on the purchase decision of "Air Jordan" products in Banjarmasin will provide valuable insights into consumer preferences towards this iconic Nike product. Focusing on these elements is crucial because they play a vital role in influencing consumer purchase decisions. Nike's established brand image, the relatively high price of the product, and the innovative and attractive product design are interconnected factors that attract consumer interest in buying "Air Jordan" products. Identifying the extent to which these factors influence preferences and purchase decisions in Banjarmasin can provide strategic insights for Nike in designing more effective marketing strategies. This analysis can also help understand the local market dynamics in Banjarmasin and consumer preferences towards premium sports shoes like "Air Jordan". Thus, this research is expected to contribute significantly to our understanding of consumer behavior and Nike's product marketing strategies in Indonesia.

2. LITERATURE REVIEW

2.1. Brand Image

A positive brand image plays a crucial role in increasing sales volume and the overall image of the company. According to (Kotler & Keller, 2012) brand image is defined as "the perceptions and beliefs held by consumers, as reflected in the associations stored in consumer memory." In other words, brand image is a set of perceptions and beliefs customers have about a brand, reflected through associations in their memory. When a brand successfully builds product character and offers a unique value proposition to its customers, it provides emotional strength beyond the rational strength of the product. This makes customers associate positive things when they think of the brand (Keller, 2019).

In the context of purchasing decisions, there are three indicators to measure brand image according to (Keller & Swaminathan, 2019):

1. *Strength of Brand Associations*

- 1) This factor relates to how much information about the brand is stored and embedded in consumer memory and how the brand can maintain that information as a brand image.
- 2) Personal Relevance: Personal attachment in building an image in the minds of consumers when they see marketing programs from a particular brand, due to the extensive knowledge already possessed by consumers about other brands.

3) Consistency: Consistency in conveying messages through marketing programs to the public.

2. *Favorability of Brand Associations*

- 1) Brand associations are formed because of consumer trust that the benefits and attributes offered by a brand can meet their needs and desires.
- 2) Desirable: The extent to which the brand can meet consumer expectations or desires.
- 3) Deliverable: The extent to which information about the brand can be well communicated to the public and shows that the products within the brand can meet consumer needs in the product category sold.

3. *Uniqueness of Brand Associations*

- 1) Brand uniqueness can create a unique view of the brand in the minds of consumers and differentiate it from other brands.
- 2) Point of Difference: The extent to which a brand can show that the product offered has distinctive elements that make it unique and cannot be equated with other brands.

2.2. Price

Price is the exchange value, which can be in the form of money or other goods exchanged for the benefits derived from a product or service by individuals or groups at a specific time and place. The pricing objectives should align with the objectives guiding the overall marketing strategy. Therefore, it is inappropriate to view price as a separate element from the marketing mix because it is a central element in the marketing mix.

Angipora (2012) defines price as the amount of money (and possibly some goods) needed to obtain a combination of products and services that accompany it. Meanwhile, according to Machfoedz (2010) price can be interpreted as the amount of money (monetary units) and/or other aspects (non-monetary) that have specific utility required to obtain a product. Based on the set price, consumers will decide whether to purchase the product or not. Consumers also determine the quantity to be purchased based on the price. This decision is not only based on the price but is also influenced by other factors such as product quality, brand trust, and others.

According to Philip & Gary. (2013), there are three indicators that can be used to measure price, namely: price affordability, price conformity with product quality, and price conformity with the benefits obtained.

2.3. Product Design

Product design is an essential element that significantly influences the benefits and usability of a product in meeting consumer needs. This concept helps consumers make purchasing decisions. An attractive design is expected to generate a positive response from consumers towards the product (Sopiah & Sangadji, 2016). For companies, good product design is easy to produce and plan, whereas for consumers, good design is aesthetic, functional, easy to use, easy to install, and easy to maintain (Kotler & Keller, 2012).

Technological advancements drive innovation in product design. Companies can now involve consumers in the product planning process, enabling the creation of products tailored to the specific appearance and utility desired by consumers (customized design). This strategy helps companies to excel over their competitors by creating unique designs that are difficult to imitate. This underscores the importance of product design in a company's ability to adapt to dynamic market (Zhang et al., 2015). Thus, product design not only serves as a tool to satisfy consumer needs but also as a competitive advantage for companies in a competitive market. Innovative and responsive design to consumer needs can enhance customer loyalty and the overall competitiveness of the company.

2.4. Purchasing Decisions

According to Basu Swastha & Handoko (2011), a purchasing decision is an approach to solving problems in human activities when buying goods or services to meet their wants and needs. This process includes the stages of recognizing needs and wants, seeking information, evaluating purchase alternatives, making purchasing decisions, and post-purchase

behavior. Kotler & Keller (2012) explains that a purchasing decision is a stage in the decision-making process where consumers actually buy. According to Kotler & Keller (2012), there are several stages in the consumer purchasing decision process, which include:

- 1) **Product Selection:** Consumers decide whether to buy a product or use their money for other purposes. In this case, companies must focus their attention on people interested in buying their products.
- 2) **Brand Selection:** Consumers must decide which brand to buy. Each brand has its own differences. In this case, companies must understand how consumers choose a brand.
- 3) **Purchase Channel Selection:** Consumers must decide which distributor to visit. Consumers differ in choosing a distributor, often due to factors such as location, price, product availability, shopping convenience, store size, and so on.
- 4) **Quantity of Purchase:** Consumers can decide how much of a product to buy. In this case, companies must prepare the quantity of products according to consumer needs.
- 5) **Timing of Purchase:** Consumers' purchasing timing can vary, for example, some buy daily, weekly, biweekly, or monthly, depending on their needs.

2.5. Conceptual Framework

The conceptual framework in this study explains the influence of product quality, price, and product design variables on purchasing decisions, as shown in the following diagram:

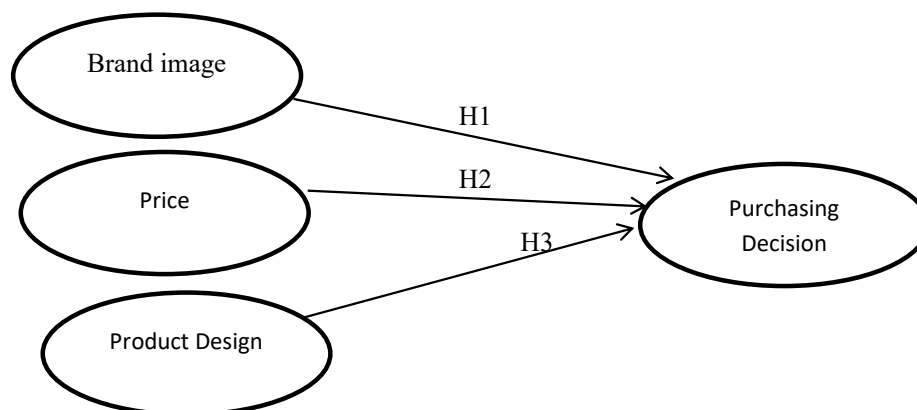


Figure 1 Conceptual Framework

Source: Farisi (2018), Adonis & Silintowe (2021) Fatmawati & Suryoko (2018), Prasastiningtyas & Djawoto (2016), Supriyatna (2020)

3. HYPOTHESES

According to Kotler & Keller (2012), image is a set of beliefs, ideas, and impressions that a person has about an object. A positive brand image can create a favorable impact in the minds of consumers. When the brand image is strongly embedded in consumers' minds, it helps reduce confusion in product selection. Brand image becomes an essential element in product marketing, ultimately increasing revenue and achieving company goals (Fandy, 2015). Purchasing decisions are the choices to continue or not to continue a purchase, which previously go through the stages of problem recognition, information search, and alternative evaluation (Kotler & Keller, 2012).

The brand image of a product can influence consumers in making purchasing decisions. Therefore, companies can manage this element to attract consumers in relation to the purchasing decisions they will make. According to Farisi (2018), Harahap (2018), Prasastiningtyas & Djawoto (2016), Evelina et al. (2012)'s statement, there is a positive and significant influence of independent variables such as brand image, quality, price, and promotion on the purchasing decision of TelkomFlexi starter cards. Based on theory and previous research, the following hypothesis can be proposed:

H1: Brand image is hypothesized to have a positive influence on the purchasing decision of Air Jordan.

Price helps buyers decide how to obtain the benefits or utilities they expect based on their purchasing power. Therefore, price will help buyers decide how to allocate their purchasing power across various types of goods and services from the available alternatives. Price is very important in the business world, as even small price differences can affect the competitiveness or sales ability of a product. Price is very useful in helping consumers obtain the highest possible benefits based on their purchasing power. Therefore, consumers can determine their interest in various goods or services they need (Adonis & Silintowe, 2021).

The results of research conducted by Adonis & Silintowe (2021) Fatmawati & Suryoko (2018), Prasastiningtyas & Djawoto (2016) indicate that price has a positive and significant effect on purchasing decisions. Based on the above explanation, so the hypothesis to be tested in this study is:

H2: Price is hypothesized to have a positive influence on the purchasing decision of Air Jordan.

Product design will influence consumer purchasing decisions. Consumers will be faced with choices to provide products designed according to their desires. In the production process, we must prioritize design, because the target consumers are not few but many, and the product design in the production process must be able to meet the desires and needs of consumers (Pradana, 2010). To attract consumers' attention to make purchases, companies must provide designs that evolve with various functions that can be embedded in the product (Adonis & Silintowe, 2021).

Research conducted by Maindoka et al. (2018), Harahap (2018), Supriyatna (2020) shows that product design has a significant positive effect on purchasing decisions, meaning that if product design improves, purchasing decisions will also improve. Based on the above explanation, so the hypothesis to be tested in this study is:

H3: Product Design is hypothesized to have a positive influence on the purchasing decision of Air Jordan.

4. RESEARCH METHODS

The type of research conducted is a case study and literature review. The literature review is carried out to obtain reference sources, theoretical foundations, and ways of analyzing data. A case study is a type of research that uses specific objects where the conclusions of this research only apply to those subjects.

The place and location used in this research are in the city of Banjarmasin. In this research, the unit of analysis analyzed by the researcher is individuals, specifically the purchasers of Air Jordan in the city of Banjarmasin. The population used in this study is the buyers of Air Jordan in the city of Banjarmasin, whose exact number is not known. The sampling technique used in this research is Non-Probability Sampling, which is a sampling technique where each individual taken from the population does not have an equal chance of being selected. The Non-Probability Sampling technique used is Purposive Sampling, which is a sampling technique using criteria selected by the researcher (Sugiyono, 2019, p. 81-85). The criteria required to fulfill as data sources in this research are: Residents of Banjarmasin City, Have purchased any type of Air Jordan product at least once, Aged >18 years, because they are adult and considered to have the ability to make purchasing decisions for the desired product.

Determination of the sample size was carried out using the Hair. According to Hair et al. (2013), a good sample size ranges from 100-200 respondents and can be adjusted to the number of indicators used in the questionnaire, assuming that it is 5-10 times the number of indicators available. In this study, the number of indicators used was 16 indicators. Therefore, this study uses the hair formula: $4 \times 16 = 64$ to $7 \times 16 = 112$ samples. Based on the explanation above, the number of respondents to be used as samples in this study is 112 respondents and rounded up to 120 respondent.

The data collection method using the questionnaire technique provided directly by the researcher follows these procedures:

1. Respondents are given a questionnaire and then asked to answer the questions in the questionnaire.
2. While waiting for the respondents to fill out the questionnaire, the researcher provides direct clarification regarding any doubts that respondents may have about certain questions.
3. After the respondents have filled out the questionnaire, it is collected, tabulated, processed, analyzed, and concluded.

In this research, each variable is measured using a Likert scale. According to Sekaran & Bougie (2017), a Likert scale is designed to examine how strongly subjects agree with a statement. The Likert scale allows the researcher to differentiate consumers in terms of how their attitudes vary towards a phenomenon, where each respondent indicates a number showing more or less disagreement, neutrality, or more or less agreement.

5. DATA ANALYSIS TECHNIQUES

Validity testing is used to measure the validity of a questionnaire. If the questions in the questionnaire can reveal the content measured by the questionnaire, then the questionnaire is considered valid (Ghozali, 2021). Several issues are used to accurately reveal the measured variables. Validity can be measured by correlating question scores with total structure or variable scores. Validity testing is calculated by comparing the calculated r-value (item-total correlation) with the critical r-value for degrees of freedom ($df = n-2$ (where n is the sample size)). If the calculated r-value $>$ critical r-value, then the indicator issue is considered valid; otherwise, if the calculated r-value $<$ critical r-value, the issue or indicator is considered invalid. The calculated r-value is obtained from SPSS output and compared with the critical r-value (Ghozali, 2021). Reliability testing is used to measure the reliability of a questionnaire, which is an indicator of a variable or construct. A questionnaire is considered reliable if a person's responses to statements are consistent or stable over time. Reliability measurement is done using SPSS Cronbach's Alpha statistical test. A construct or variable is considered reliable if Cronbach's Alpha > 0.70 (Ghozali, 2021). Normality testing is used to test whether disturbance or residual variables have a normal distribution in a regression model (Ghozali, 2018). The normality test used is the Kolmogorov-Smirnov (K-S) non-parametric statistical test. The basic concept of the Kolmogorov-Smirnov normality test is to compare the distribution of the data (to be tested for normality) with a standard normal distribution. If the significance is less than 0.05, there is no significant difference from the standard normal data, indicating non-normal data. Conversely, if the significance is greater than 0.05, there is no significant difference between the test data and the standard normal data (Ghozali, 2021).

Multicollinearity testing is used to test whether a regression model finds correlations between independent variables, indicating multicollinearity issues (Ghozali, 2021). A good regression model should not have strong correlations, and there should be no correlation between independent variables. Check for multicollinearity in the regression model as follows:

- 1) The R^2 value produced by the empirical regression model estimation is very high, but many independent variables alone do not significantly influence the dependent variable.
- 2) Analyze the correlation matrix of independent variables. If there is a sufficiently high correlation between independent variables (usually greater than 0.09), this indicates multicollinearity.
- 3) Multicollinearity can be seen from (1) tolerance values and their reciprocals, (2) Variance Inflation Factor (VIF). Tolerance measures the variability of the selected independent variable not explained by other independent variables. Thus, a low tolerance value equals a high VIF value (because $VIF = 1/\text{Tolerance}$). The cutoff value typically used to indicate multicollinearity is tolerance < 0.10 or $VIF > 10$.

Heteroskedasticity testing is used to test whether there are residual errors or variance differences between observation values in a regression model. If the residual variance from one observation to another is still present, it is called homoskedasticity; if the variance differs, it is called heteroskedasticity. A good regression model is one with homoskedasticity or without heteroskedasticity (Ghozali, 2021). Heteroskedasticity testing used in this study employs the Glejser test. If independent variables statistically significantly influence the dependent variable, this indicates heteroskedasticity. If the significance level is greater than the confidence level (5%), no heteroskedasticity occurs (Ghozali, 2021).

This analysis is used to determine the extent of the influence of independent variables such as price, product design, product quality, and brand image on the dependent variable, purchasing decisions. The multiple linear regression equation is as follows:

$$Y = \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + e$$

Where: Y = Purchasing Decision; β = Regression coefficient; X_1 = Brand Image; X_2 = Price; X_3 = Product Design; e = Error / disturbance

6. HYPOTHESIS TESTING

Hypothesis testing (T-test) aims to demonstrate how far independent variables affect the dependent variable and the extent to which explanatory variables (independent variables) themselves can explain the dependent variable (Ghozali, 2021). Decision criteria are based on the significance level and confidence level as follows: a. If the significance value or probability > 0.05 , it indicates a decision to reject the hypothesis, meaning the regression coefficient is not significant. This means that partially, independent variables do not have a significant effect on the dependent variable. b. If the

significance value or probability ≤ 0.05 , then the regression coefficient is significant, and independently, the independent variables have a significant effect on the dependent variable.

The F-test statistic is used to determine how well the model used to test formulated hypotheses performs. The F-statistic essentially shows whether all independent or free variables included in the model have an influence collectively on the dependent or tied variable (Ghozali, 2021). The confidence level used is 95% or a significance level of alpha equal to 5% ($\alpha = 0.05$) with goodness of fit decision-making criteria as follows: a. If the p-value ≤ 0.05 , it can reject H_0 . b. If the p-value > 0.05 , it cannot reject H_0 .

The coefficient of determination (R^2) primarily measures the level of influence of independent variables on the dependent variable. A lower R^2 value can be explained as the lower ability of independent variables to explain the dependent variable. A value approaching 1 means that independent variables provide nearly all the information needed to predict changes in the dependent variable. The fundamental weakness of using the coefficient of determination is its susceptibility to the number of independent variables included in the model. For each additional independent variable, R^2 must be increased regardless of whether the variable significantly affects the dependent variable. Therefore, many researchers suggest using adjusted R^2 values when evaluating which regression model is best. Unlike R^2 , if independent variables are added to the model, the Adjusted R^2 value can fluctuate up and down (Ghozali, 2021).

7. RESULTS AND DISCUSSION

Researchers collected respondent data from the surrounding community who use Nike Air Jordan shoes by distributing questionnaires in the form of Google Forms to respondents. There were 120 questionnaires distributed to respondents that had been filled out completely and correctly so that they were worthy of further analysis for the purposes of this study. Respondent characteristics consist of gender, age, and last education as follows:

Table 1 Respondent characteristics based on gender

No	Gender	Number of Respondents	Presentation
1	Man	59	49.2%
2	Woman	61	50.8%
	Total	120 people	100%

Source: Processed Primary Data (2024)

Based on Table 1, it can be concluded that the highest number is female, with 61 samples for research (50.2%) and male, with 59 samples for research (49.8%), so that the total is 120 respondents with a percentage of 100%.

Table 2 Respondent Characteristics Based on Age

No	Respondent Age	Number of people	Percentage
1	19-30 Years	93	77.5%
2	31-40 Years	16	13.3%
3	41-50 Years	10	8.3%
4	61-70 Years	1	0.8%
	Amount	120	100%

Source: Processed Primary Data (2024)

Based on Table 2, the number of people who use Nike Air Jordan shoes studied with the age category 19-30 years as many as 93 samples with a percentage of 77.5%, the age category 31-40 years as many as 16 samples with a percentage of 13.3%, the age category 41-50 years as many as 10 samples with a percentage of 8.3%, and the age category 61-70 years as many as 1 sample with a percentage of 0.8%. It can be concluded that respondents in the age category 19-30 years occupy the highest position because in distributing the questionnaire I distributed it to many children in an age range that is more or less my age and this Nike Air Jordan product is in great demand by people in

this age range and the age category 61-70 years occupy the lowest position because this age is not a market target for this product.

Table 3 Respondent Characteristics Based on Last Education

No	Last education	Number of Respondents	Percentage %
1	Senior high school	70	58.3%
2	Associate Degree (D3)	17	14.3%
3	Bachelor's Degree (S1)	31	25.8%
4	Master's Degree (S2)	1	0.8%
5	Doctoral Degree (S3)	1	0.8%
	Total	120	100%

Source: Processed Primary Data (2024)

Based on the results of Table 3, the most respondents are buyers who have a final education at the high school level, which is 70 respondents (58.3%). This illustrates that Nike Air Jordan shoe users are people who have secondary education. The validity test in this study tests the validity of the question items in each variable with a correlation coefficient of $r > 0.05$ to the total score, then it is declared valid and vice versa.

Table 4 Validity Test Results

Factor	Item	Validity	
		R	Caption
Brand Image (X1)	P.1	0.726	Valid
	P.2	0.719	Valid
	P.3	0.863	Valid
	P.4	0.756	Valid
	P.5	0.674	Valid
Price (X2)	P.1	0.784	Valid
	P.2	0.897	Valid
	P.3	0.784	Valid
	P.4	0.897	Valid
Product Design (X3)	P.1	0.893	Valid
	P.2	0.916	Valid
	P.3	0.853	Valid
Purchase Decision (Y)	P.1	0.675	Valid
	P.2	0.648	Valid
	P.3	0.703	Valid
	P.4	0.685	Valid

Source: Processed Primary Data (2024)

Based on Table 4 above, it can be concluded that all question items in this research instrument can be declared valid because they have a t-value greater than 0.05.

The results of the reliability test can be seen in the following table:

Table 5 Reliability Test

Variables	Cronbach's Alpha	Reliable
Brand Image (X1)	0.799	Reliable
Price (X2)	0.859	Reliable
Product Design (X3)	0.865	Reliable
Purchasing Decision (Y1)	0.585	Reliable

Source: Processed Primary Data (2024)

From the data in Table 5, it can be concluded that the test results of each variable of brand image (X1), Price (X2), product design (X3), have results greater than the cronbach alpha value of 0.6. This shows that the items of each variable in this study are reliable. While the question items of variable Y are stated to be reliable because they have an Alpha value of almost than 0.6. By conducting a normality test, it can be seen whether a regression model, independent variables, dependent variables, or both have a normal distribution or not. By paying attention to the One-Sample Kolmogorov-Smirnov Test value from the SPSS output results, the normality test results can be seen as follows:

Table 6 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.93741222
Most Extreme Differences	Absolute	.080
	Positive	.050
	Negative	-.080
Test Statistics		.080
Asymp. Sig. (2-tailed)		.056c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS Output (2024)

Based on the table above, the results show that the significant value is 0.56, so it can be stated that the data is normally distributed, because it has a significant value greater than 0.05.

To determine the presence or absence of multicollinearity between variables, the Variable Inflation Factor (VIF) and Tolerance can be seen, where the VIF value is not more than 10, and the Tolerance value is more than 0.1. More details can be seen in the following table:

Table 7 Multicollinearity Test Results

Factor	Tolerance	Variance Inflation Factor
Brand Image (X1)	0.807	1,239
Price (X2)	0.900	1,111
Product Design (X3)	0.752	1,330

Source: Processed data (2024)

Based on Table 7 above, it shows that the Tolerance value of all variables above are all greater than 0.10 (> 0.10) and the VIF value of all variables above is less than 0.10 (< 0.10).

The Gletzer test is also used with the provision that if the significant value produced is greater than 0.05, the research factors are declared not to experience symptoms of heteroscedasticity. For more details, the results of the heteroscedasticity test can be seen in the following table:

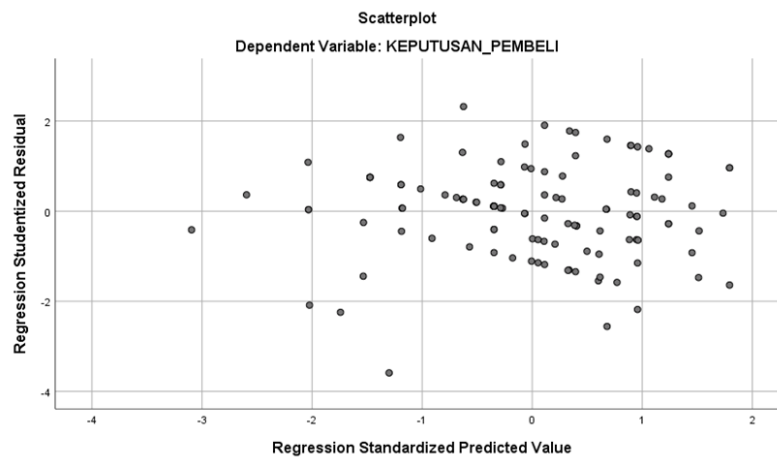


Figure 1 Heteroscedasticity Test Results

The results reveal there is no heteroscedasticity because there is an unclear pattern and the points are spread above and below the number 0 on the Y axis.

Table 8 Multiple Linear Regression Analysis Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.353	1,826		3.480	.001
	Brand image	.310	.068	.412	4,583	.000

	price	.153	.079	.165	1,942	.055
	product design	.065	.132	.046	.498	.620
a. Dependent Variable: purchasing decision						

Source: Processed data (2024)

The mathematical model of multiple linear regression function based on the results of the analysis using the SPSS application is then compiled into the following equation:

$$Y=6.353+0.310.X1+0.153.X2+0.65.X3+e$$

The interpretation of this equation is as follows:

6.353 is a constant or condition when the purchasing decision variable (Y) has not been influenced by other variables. Namely the brand image variable (X1), price (X2), and product design (X3), if the independent variable does not change.

1. The regression coefficient value of X1 is 0.310, indicating that the brand image variable has a positive influence on purchasing decisions, followed by an increase in the percentage of purchasing decisions by 0.310.
2. The regression coefficient value of X2 is 0.153, indicating that the price variable has a positive influence on purchasing decisions, which will be followed by an increase in the percentage of purchasing decisions by 0.153.
3. The coefficient value of X3 is 0.65, indicating that the product design variable has a positive influence on purchasing decisions, which will be followed by an increase in the percentage of purchasing decisions by 0.65.

Table 9 Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.495a	.245	.225	1,962
a. Predictors: (Constant), product design, price, brand image				

Source: SPSS Output (2024)

Based on Table 9 above, the Adjusted R Square (R^2) value is 0.225 or 22.5%. So, it can be decided that the influence of the brand image variable (X1), price (X2), product design (X3) on purchasing decisions is 0.225 or 22.5%.

The F test basically shows how far the influence of independent variables simultaneously in explaining the dependent variable. This Simultaneous Test is done by comparing the α (alpha) value with the significance value. If the significance value of $F < 0.05$ (5%) then it can be interpreted that the independent variables simultaneously affect the dependent variable or vice versa.

Table 10 F Test Results

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	144,651	3	48,217	12,522	.000b
	Residual	446,674	116	3,851		
	Total	591,325	119			
a. Dependent Variable: purchasing decision						

b. Predictors: (Constant), product design, price, brand image

Source: SPSS Output

The following table explains that the significant value is less than 0.05 (5%), which means that the independent variables simultaneously influence the dependent variable.

Table 11 t-test Results (Partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.353	1,826		3.480	.001
	brand image	.310	.068	.412	4,583	.000
	price	.153	.079	.165	1,942	.055
	product design	.065	.132	.046	2.948	.620
a. Dependent Variable: purchasing decision						

Source: SPSS Output

Profitability level of 5% with df (number of samples - number of research variables = 120-3 = 117. Then the t table value is obtained as 1.981 which will be compared with the calculated t of each independent variable. Based on table 4.14, it can be concluded that:

1. Brand Image (X1), has a t-value of 4.583 > t table 1.658 and a significance level of 0.000 > 0.5%. then H1 is accepted which means there is an influence between variable X1 and variable Y.
2. Price (X2), has a calculated t value of 1.942 > t table 1.658 and a significance level of 0.05, so H2 is accepted, which means there is an influence between variable X2 and variable Y.
3. Product design (X3), has a calculated t value of 2.948 > t table 1.658 and a significance level of 0.620 > 0.05, so H3 is accepted, which means there is an influence between variable X3 and variable Y.

8. DISCUSSION OF RESEARCH RESULTS

Based on the results of the SPSS analysis, it shows that brand image has a positive and significant effect on the purchase decision of Nike Air Jordan in Banjarmasin. This shows that the higher the level of brand image on a product, the more the purchase decision of Nike Air Jordan in Banjarmasin will increase. The results of this study are also in line with the first hypothesis which states that brand image has a positive effect on the purchase decision of Nike Air Jordan in Banjarmasin.

A positive brand image plays a crucial role in increasing sales volume and the overall image of the company. According to Kotler (2011) in Dhana & Ahmad (2023), brand image is everything related to consumers' memories regarding a particular brand. Brand image is formed in the minds of consumers, where they capture and interpret the signals sent by the brand.

The results of this study are in line with research conducted Farisi (2018), Harahap (2018), Prasastiningtyas & Djawoto (2016), Evelina et al. (2012), there is a positive and significant influence of independent variables such as brand image, quality, price, and promotion on the decision to purchase TelkomFlexi starter cards.

Based on the results of the SPSS analysis, it shows that price has a positive and significant effect on the decision to purchase Nike Air Jordan in Banjarmasin. This also shows that the higher the price level of Nike Air Jordan, the more significant the effect on the decision to purchase Nike Air Jordan in Banjarmasin, so there is an increase in the decision to purchase Nike Air Jordan shoes in Banjarmasin. The results of this study are also in line with the second hypothesis which states that price has a positive effect on the decision to purchase Nike Air Jordan in Banjarmasin.

Angipora (2012) defines price as the amount of money (and possibly some goods) needed to obtain a combination of products and services that accompany it. Meanwhile, according to Machfoedz (2010) price can be interpreted as the amount of money (monetary units) and/or other aspects (non-monetary) that have specific utility required to obtain a product. Based on the set price, consumers will decide whether to purchase the product or not. Consumers also determine the quantity to be purchased based on the price. This decision is not only based on the price but is also influenced by other factors such as product quality, brand trust, and others. Nevertheless, the issue of price should not be ignored by the company.

The results of this study are in line with research conducted by Adonis & Silintowe (2021), Fatmawati & Suryoko (2018), Prasastiningtyas & Djawoto (2016) which shows that price has a positive and significant effect on purchasing decisions.

Based on the results of the SPSS analysis, it shows that product design has a positive and significant effect on the decision to purchase Nike Air Jordan in Banjarmasin. This shows that the higher the level of Nike Air Jordan product design. Then there will be an increase in the decision to purchase Nike Air Jordan shoes in Banjarmasin. The results of this study are in line with the third hypothesis which states that product design has a positive effect on the decision to purchase Nike Air Jordan in Banjarmasin.

Product design is an essential element that significantly influences the benefits and usability of a product in meeting consumer needs (Kotler, 2005). This concept helps consumers make purchasing decisions. An attractive design is expected to generate a positive response from consumers towards the product (Sopiah & Sangadji, 2016). For companies, good product design is easy to produce and plan, whereas for consumers, good design is aesthetic, functional, easy to use, easy to install, and easy to maintain (Kotler & Keller, 2012).

The results of this study are in line with research conducted by Maindoka et al. (2018), Harahap (2018), Supriyatna (2020) showing that product design has a significant positive effect on purchasing decisions, meaning that if product design improves, purchasing decisions will also increase.

9. CONCLUSIONS AND SUGGESTIONS

Based on the results of research and discussion regarding the influence of brand image, price and product design on purchasing decision for Nike Air Jordan shoes in Banjarmasin, the following conclusions can be drawn:

1. Brand image partially influences the decision to purchase Nike Air Jordan shoes in Banjarmasin.
2. Price partially influences the decision to purchase Nike Air Jordan shoes in Banjarmasin.
3. Product design partially influences the decision to purchase Nike Air Jordan shoes in Banjarmasin.

There are several suggestions that can be given to companies or other parties in the future:

1. Based on the research results, brand image, price and product design have a significant influence on the decision to purchase Nike Air Jordan. Therefore, it is hoped that Nike can conduct research and ask for input from consumers, especially Air Jordan fans or sneaker fans. This is done so that it can become a reference in meeting the needs of consumers, especially sneaker fans, if Nike will make a breakthrough or upgrade in the future.
2. To increase the representation and accuracy of research results, it is recommended that in future research the sample size be expanded. By collecting more comprehensive data about Nike Air Jordan purchasing decisions.

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