

The Influence of Product Quality, Brand Image, and Product Design on The Purchase Decision of Vans Shoes (A Study on The Solo Community)

Kusnadi^a, Pemilia Sulistiawati^b

^{ab}Departement of Management, Sekolah Tinggi Ilmu Ekonomi Studi Ekonomi Modern Kartasura

Article Info:

Keywords: Brand Image,
Lifestyle, Product
Purchasing Decisions,
Product Value
JEL code: M30, M31,
M37

ABSTRACT

This study aims to determine and analyze the direct influence of lifestyle on product purchasing decisions at Masyarakat Solo, to determine and analyze the direct influence of brand image on product purchasing decisions at Masyarakat Solo, to determine and analyze the direct influence of product value on product purchasing decisions at Masyarakat Solo and to determine and analyze the simultaneous influence of lifestyle, brand image, product value on product purchasing decisions at Masyarakat Solo. This study uses a quantitative method with a sample of 50 consumer respondents at Masyarakat Solo. Data were analyzed using validity tests, reliability tests, multicollinearity tests, heteroscedasticity tests, normality tests, multiple linear regression analysis tests, T tests, F tests, R² determination coefficient tests using IBM SPSS Statistics. The results of the study indicate that lifestyle directly has a significant effect on product purchasing decisions for consumers at Masyarakat Solo, product value directly has a significant effect on product purchasing decisions for consumers at Masyarakat Solo, brand image have a significant effect on product purchasing decisions for consumers at Masyarakat Solo, and directly and simultaneously lifestyle, brand image, and product value have a significant effect on consumer product purchasing decisions at Masyarakat Solo.

1. Introduction

Along with the development of the fashion industry in Indonesia, the shoe market sector is becoming increasingly prominent as one of the areas experiencing significant growth. The shift in lifestyle trends and the increasing consumer awareness of the importance of personal appearance have become the main drivers of this growth. Shoes are now not only seen as a functional necessity but also as an important element in self-expression and fashion style. This has triggered increasingly intense competition in the industry, where leading shoe brands continue to innovate in design and improve product quality to meet the diverse demands of consumers.

In addition to serving as a practical necessity, shoes have also become an inseparable part of expressing individual identity and lifestyle. In facing increasingly fierce competition, leading brands in the shoe industry are racing to

*Corresponding author:

Email address: kusnadi.iainska@gmail.com, pemilia@stekom.ac.id

Received: July 16, 2025; Received in revised form: July 29, 2025; Accepted: August 5, 2025; Available online: August 8, 2025

Citation:

Kusnadi, & Sulistiawati, P. (2025). The Influence of Product Quality, Brand Image, and Product Design on The Purchase Decision of Vans Shoes (A Study on The Solo Community). *Business, Accounting, and Knowledge Journal*, 2(2). 101-116.

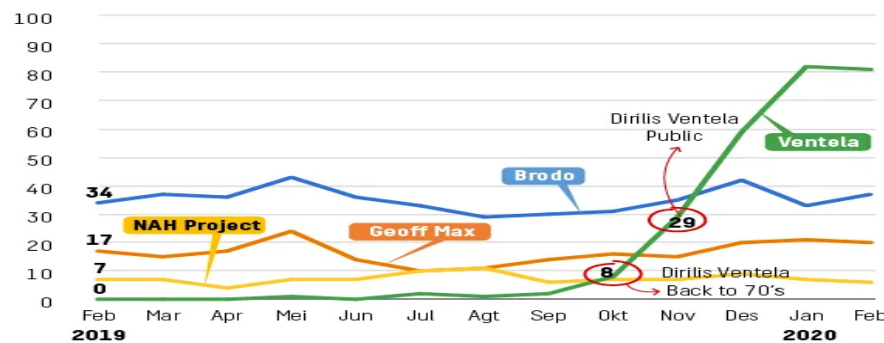
present innovative designs and high-quality products. The increase in people's purchasing power and the wider penetration of social media accelerate the adoption of the latest shoe trends. This phenomenon has made the shoe market one of the main pillars in the development of the fashion industry in Indonesia.

In addition to serving as a practical necessity, shoes have also become an inseparable part of expressing individual identity and lifestyle. In facing increasingly fierce competition, leading brands in the shoe industry are racing to present innovative designs and high-quality products. The increase in people's purchasing power and the wider penetration of social media accelerate the adoption of the latest shoe trends. This phenomenon has made the shoe market one of the main pillars in the development of the fashion industry in Indonesia.

Shoe trends are not just a fleeting fashion wave, but also reflect the ongoing needs and relevance in daily life. Shoes are no longer just a style accessory, but have also become an essential need used in daily activities. In its development, shoe trends not only reflect style and personality preferences but also emphasize the importance of comfort and practical function. Thus, shoe trends not only follow the dynamics of fashion but also are rooted in the important role shoes play in modern life, making them an integral part of contemporary lifestyle. (Manggala, 2018).

Shoe trends are not just a fleeting fashion wave, but also reflect the ongoing needs and relevance in daily life. Shoes are no longer just a style accessory, but have also become an essential need used in daily activities. In its development, shoe trends not only reflect style and personality preferences but also emphasize the importance of comfort and practical function. Thus, shoe trends not only follow the dynamics of fashion but also are rooted in the important role shoes play in modern life, making them an integral part of contemporary lifestyle. (Manggala, 2018).

Figure 1.
Trend of
Indonesian
people's interest
in local shoe
brands (2019 –
2020)



Fashion trends, especially in the shoe industry, open up great opportunities for local producers to scale up their production. The rapid and dynamic changes in consumer trends require local shoe manufacturers to always be quick in keeping up with the latest developments in the fashion world. By understanding and responding to ongoing trends, local shoe manufacturers can adjust their product designs and styles to remain competitive and relevant in the ever-changing market. Vans, one of the local shoe brands, has managed to show significant growth in recent years, especially in the trend of sneaker

sales through various marketplace platforms. Based on the analysis of graphical data from 2019 to 2020, there has been an increase in consumer interest in Vans products, which can be attributed to several key strategies implemented by the brand.

In 2019, the consumer interest trend graph for local shoe brands showed the dominance of NAH Project, Geoff Max, and Brodo, while Vans was still in the last position. However, in 2020, Vans managed to surpass its three competitors and achieved the top position in consumer interest. This shift may be due to Vans' innovative marketing strategies or appealing product designs. This dramatic change reflects the flexibility of the local shoe market and the rapid shift in trends that is occurring. This condition shows how important it is for shoe brands to be responsive to market dynamics and to continuously monitor and understand consumer needs. To remain competitive in this industry, local shoe brands need to focus on product innovation, a deep understanding of consumers, and increasing their visibility through social media and other online platforms. The success of Vans is proof that the right strategy can bring a local brand to the top of the market, even in fierce competition. This confirms that continuous innovation and adaptation to trends are key to achieving long-term success in the fashion industry, particularly in footwear. (Kompas, 2019) With the increasing popularity of Vans sneakers, researchers are interested in investigating the factors that influence the appeal of this product. Consumer involvement in choosing Vans shoes as their primary choice encourages the author to explore the elements that determine their purchasing decisions. Purchase decisions, in this case, refer to how consumers choose a particular brand among the various options available (Kotler, 2016). According to (Kotler & Keller, 2017), product quality plays an important role in consumer purchasing decisions. Quality is defined as the ability of a product to fulfill its function, including durability, reliability, and ease of use. High-quality products tend to create consumer trust and satisfaction, which in turn can enhance brand loyalty. If Vans shoes can continue to improve their product quality, it is highly likely that more consumers will choose this brand. In addition, brand image is a perception formed from consumer experiences and is relatively consistent. A positive brand image can influence purchasing decisions, as consumers tend to choose brands they trust and that provide comfort. Therefore, it is important for Vans to understand how their brand image is perceived by consumers and to continuously strengthen it to support sales and customer loyalty. (Schiffman, L. G., Kanuk, L. L., & Wisenblit, J, 2014) Product design plays an important role in influencing consumer purchase decisions" (Mulia & Setiawan, 2023). An attractive and unique design not only adds aesthetic value but also meets consumer expectations. Uniqueness in design can differentiate Vans shoes from competitors, enhance appeal, and make their products harder to imitate. Based on the background explanation above, the researcher is interested in conducting a study titled "The Influence of Product Quality, Brand Image, and Product Design on Purchase Decisions of Vans Shoes."

2. Theoretical Framework and Hypotheses Development

2.1. Theoretical Framework

Product Quality

According to Moko (2021:121), product quality is defined as the characteristics inherent in a product that distinguish it and determine its degree or level of superiority. Product quality encompasses various attributes that differentiate the product from its competitors and determine how well the product meets certain standards or expectations. Yunita (2021:60) adds that product quality is a set of features and characteristics of goods and services that have the ability to meet consumer needs. This includes durability, reliability, accuracy, ease of maintenance, and other attributes that indicate how well the product can function as expected. In other words, product quality is a combination of various elements that contribute to consumer satisfaction and trust in the product.

Product quality plays an important role in shaping the identity of the producer or company and is a key factor that triggers consumer loyalty. Kotler and Keller (2016:143) emphasize that product quality involves the producer's ability to deliver results or performance that exceed consumer expectations and perceptions. Products that meet or exceed consumer expectations not only generate satisfaction but can also enhance customer loyalty, which in turn can positively impact sustainable product sales. Product quality is the extent to which a product can perform its functions effectively. Indicators such as durability, reliability, ease of use, and comfort are important factors in determining product quality. Products that demonstrate high performance in these indicators tend to be well-received by consumers and can build a positive reputation for the company that produces them.

Overall, product quality not only serves as a differentiating element in a competitive market but also as a strategic tool for building strong relationships with consumers. By ensuring that the products meet or exceed the established quality standards, the company can enhance customer satisfaction and loyalty, which ultimately supports long-term growth and success in the market. Product Quality Indicators include durability, which is the ability of a product to last and maintain its function over a long period; reliability, which is the measure of the low likelihood of a product not breaking or failing; ease of use, where the product can be used without requiring much effort; and comfort, which is the product's ability to meet and exceed consumer expectations.

Brand Image

Brand image is the perception or response that consumers have towards a brand, which is formed based on their experiences and their assessment of the quality and characteristics of that brand. Brand image reflects the beliefs and impressions embedded in the minds of consumers regarding the products or services they have experienced. This includes how consumers perceive and remember the brand, both in terms of positive and negative aspects. In other words, brand image is a mental representation formed from consumer interactions with the brand, which influences how the brand is accepted and valued in the market. (Abi, Y. I., 2020).

Brand image, or brand perception, refers to the overall perception that consumers have of a brand. This image is formed from various information and experiences that consumers obtain through their interactions with the brand. It is important for brand image to convey the benefits and positioning of the product in a distinctive way and differentiate it from competitors. Although products from competing brands may look similar, a strong brand image can create a real difference for consumers, making them feel there is a unique added value to a particular brand. (Firmansyah, 2018).

The perceived differences in brand image become crucial because they allow consumers to identify and appreciate the uniqueness of a brand, even though the products offered by competitors may be almost the same. This shows how important brand image is in influencing consumer perceptions and preferences towards products. A strong brand image can build consumer loyalty and trust, which can ultimately contribute to the long-term success of the brand in the market.

According to Aaker & Biel as cited in Keller & Swaminathan (2020:239), brand image consists of various important indicator aspects such as corporate image, product image, user image, as well as recognition and affinity indicators. These aspects contribute to how the brand is perceived and accepted in the market, and play a role in forming a strong relationship between the brand and its consumers.

Product Design

Product design refers to the elements that add value to a product, including its distinctive and attractive appearance. This design plays an important role in distinguishing the product from competitors and making it more appealing to consumers. Design aspects include various visual and functional features that not only beautify the product but also enhance its functionality, thereby creating a unique appeal in the market. An attractive appearance can capture consumers' attention and differentiate the product from others, making it easier to recognize and remember. (Ardi Ansah, 2017).

More than just aesthetics, product design also reflects the character and values of the brand. A good design can strengthen the brand image and enhance the perceived value of the product in the eyes of consumers. For example, innovative and trend-aligned designs can strengthen a product's position in the market, while boring or irrelevant designs can cause the product to be overlooked. Therefore, product design functions as a strategic tool in building competitive advantage and attracting consumer attention in a highly competitive market.

Product design serves as a reflection of the brand's philosophy and values, forging a deeper connection between consumers and the product. The comprehensive design planning process not only focuses on aesthetic aspects but also on the functionality and capability of the product to effectively meet consumer needs. In this case, product design is not just about the external appearance, but also about how the product works and how its quality can meet user expectations. Kotler and Keller (2015) identify several important indicators in product design, including features or the design itself, style, material quality, and ease of repair, all of which contribute to the overall value of the product. According to Kotler & Keller (2016), product design indicators include style, material quality, features/design, and ease of use.

Product Purchase Decision

The purchase decision, as the final stage in the consumer decision-making process, is a critical moment that reflects the outcome of a thorough evaluation of various considerations. At this point, consumers have gone through a series of processes involving in-depth analysis of the available options. According to (Armstrong & Kotler, 2015), this decision-making process is not influenced by a single factor, but rather by the complex interaction between various different elements. Therefore, understanding the dynamics that influence purchasing decisions is crucial for designing effective marketing strategies.

Among these factors, product quality plays a central role. Consumers tend to choose products that are considered to provide the best benefits from various aspects, such as reliability, durability, and perceived satisfaction. High product quality not only enhances the product's appeal but also builds consumer trust, which ultimately influences their final decision. Products that are considered superior in terms of quality often become the top choice because they are deemed capable of meeting or exceeding consumer expectations.

According to Kotler (2019), these indicators include consumer confidence in purchasing decisions after receiving product information, social influence or social proof, assessment of product benefits, brand reputation, and in-store shopping experience. All these factors work synergistically in shaping the final consumer decision, with each indicator

making a significant contribution to their perception and purchasing decision. By paying attention to product quality, social influence, and shopping experience, companies can increase their chances of positively influencing purchase decisions and building strong customer loyalty.

2.2. Hypotheses Development

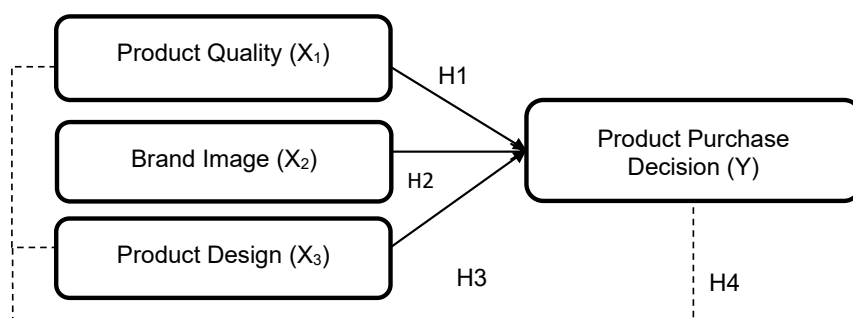


Figure 2.
Conceptual
Framework

Product quality is one of the main factors that influence consumer purchasing decisions. Product quality encompasses various aspects, such as reliability, durability, and product performance that meet consumer expectations. In the context of Vans shoes, product quality includes the materials used, the durability of the shoes, as well as the comfort and functionality offered. Products that have high quality can usually meet or even exceed consumer expectations, thereby increasing their satisfaction and loyalty. Therefore, good product quality can be a determining factor in purchasing decisions, as consumers tend to choose products that can provide more value and satisfaction.

H1: Product quality has a significant positive effect on the Purchase Decision of Vans Shoes among the Solo community.

Brand image or brand perception is the perception held by consumers towards a particular brand. Brand image is shaped by various elements, including advertisements, previous experiences, and the brand's reputation in the market. A strong brand image can enhance product appeal and influence purchasing decisions by creating a deep positive impression in the minds of consumers. Brands with a positive image tend to gain more trust from consumers, which in turn can influence their decision to purchase the product. In the case of Vans shoes, a good brand image can encompass an innovative impression, lifestyle, and consistent quality.

H2: Brand image has a significant positive influence on the Purchase Decision of Vans Shoe Products among the people of Solo.

Product design is an important aspect that influences consumer appeal and purchasing decisions. Design encompasses the aesthetic and functional elements of a product that influence how the product is received by consumers.

An attractive and trendy design can capture consumers' attention and differentiate the product from competitors. In the case of Vans shoes, innovative designs that align with consumer tastes can be the main attraction that drives consumers to make a purchase. A good product design not only enhances appearance but also improves comfort and functionality, which are important for consumers when making purchasing decisions.

H3: Product design has a significant positive influence on the Purchase Decision of Vans Shoes among the Solo community.

H4: Product quality, brand image, and product design have a significant positive impact simultaneously on the purchasing decisions of Vans shoes among the Solo community.

3. Research Method

3.1. Data Sample

This research is a quantitative study, and a survey questionnaire is used to collect data from consumers in the Solo community, examining the causal relationship between independent variables, namely Product Quality (X1), Brand Image (X2), and Product Design (X3), and the dependent variable, which is Purchase Decision (Y). The population used in this study is the consumers of the Solo community. The sample taken consists of 100 consumers who were made respondents in the Solo community. The determination of the sample used Slovin's Formula with a margin of error of 5%, so the minimum sample size from 100 respondents is 80 people.

3.2. Technical Analysis and Variable Measurement

The sampling method used purposive sampling technique, specifically targeting consumers who have purchased or used Vans shoes, as they are considered to have direct and relevant experience related to the product being studied. The analysis technique in this study is using Multiple Linear Regression with the aid of IBM SPSS 21 software. The regression equation model in this study is as follows.

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Y = Product Purchase Decision

α = Constant (value of Y when X=0)

X1 = Product quality

X2 = Brand Image

X3 = Product design

E = Error/Residual

b1, b2, b3 = Regression Coefficients

4. Results and Discussion

Variable	Question Item	Corrected Item Pertanyaan Total Correlation	R-Table	Explanation
Product Quality (X1)	Q1	1	0,163	Valid
	Q2	0,451	0,163	Valid
	Q3	0,357	0,163	Valid
	Q4	0,458	0,163	Valid
	Q5	0,415	0,163	Valid
Brand Image (X2)	Q1	0,641	0,163	Valid
	Q2	0,269	0,163	Valid
	Q3	0,285	0,163	Valid
	Q4	0,310	0,163	Valid
	Q5	0,245	0,163	Valid
Product Design (X3)	Q1	0,295	0,163	Valid
	Q2	0,326	0,163	Valid
	Q3	0,331	0,163	Valid
	Q4	0,415	0,163	Valid
	Q5	0,331	0,163	Valid
Product Purchase Decision (Y)	Q1	0,612	0,163	Valid
	Q2	0,412	0,163	Valid
	Q3	0,337	0,163	Valid
	Q4	0,294	0,163	Valid
	Q5	0,256	0,163	Valid

Table 1.
Validity
Test

Reliability Statistics

Cronbach's Alpha	N of Items
,545	20

Variable	Reability Coeffisients	Alpha	Explanation
Product Quality (X1)	5 item	0,545	Reliabel
Brand image (X2)	5 item	0,545	Reliabel
Product Design (X3)	5 item	0,545	Reliabel
Product Purchase Decision (Y)	5 item	0,545	Reliabel

Table 2.
Reability Test

Table 3.
Multikoliniarity
Test

Coefficients ^a			Collinearity Statistics	
Model			Tolerance	VIF
1	<i>Product Quality</i>		,764	1,312
	<i>Brand image</i>		,767	1,202
	<i>Product Design</i>		,988	1,012

a. Dependent Variable: Product Purchase Decision

Based on the table above, in multicollinearity, the tolerance value > 0.10, and the VIF value < 10.0 means that the test results do not indicate multicollinearity.

Table 4.
Heteroscedasticity
Test

Correlations			AbsRes	<i>Product Quality</i>	<i>Brand Image</i>	<i>Product Design</i>
Spearman's rho	AbsRes	Correlation	1,000	,042	-,137	-,186
		Coefficient				
		Sig. (2-tailed)	.	,764	,335	,295
	<i>Product Quality</i>	N	50	50	50	50
		Correlation	,042	1,000	-,461**	-,052
		Coefficient				
		Sig. (2-tailed)	,764	.	<,001	,719
	<i>Brand Image</i>	N	50	50	50	50
		Correlation	-,137	-,461**	1,000	,003
		Coefficient				
		Sig. (2-tailed)	,335	<,001	.	,983
	<i>Product Design</i>	N	50	50	50	50
		Correlation	-,186	-,052	,003	1,000
		Coefficient				
		Sig. (2-tailed)	,295	,719	,983	.
		N	50	50	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the table above, the significance value or Sig. (2-tailed) for the Product Quality variable (X1) is 0.764, the Brand Image variable (X2) is 0.335, and the Product Design variable (X3) is 0.295. Because the values of both independent variables (X) > 0.05, it can be concluded that there are no problems or signs of heteroscedasticity, meaning the regression model used for this research is suitable to be conducted.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,756447644
Most Extreme Differences	Absolute	,097
	Positive	,097
	Negative	-,077
Test Statistic		,097
Asymp. Sig. (2-tailed) ^c		,200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	,298
	99% Confidence Interval Lower Bound	,275
	Upper Bound	,279

Table 5.
Normality Test

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Based on the table above, the Kolmogorov-Smirnov normality test shows that the obtained data residuals follow a normal distribution, as indicated by the SPSS output showing a significant Kolmogorov-Smirnov value of 0.279 > 0.05. Thus, the residual data is normally distributed and has met the normality assumption.

Coefficients^a

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,718	3,718		1,544	,129
	<i>Product Quality</i>	,215	,095	,303	2,173	,027
	<i>Brand Image</i>	,303	,151	,261	2,033	,018
	<i>Product Design</i>	,663	,200	,464	3,323	,029

Table 6.
Multiple Linear Regression

a. Dependent Variable: Product Purchase Decision

$$Y = 6,718 + 0,215 X_1 + 0,303 X_2 + 0,663 X_3$$

The explanation is as follows:

- The constant coefficient value is 6.718 with a positive value, which means the regression value for the product purchase decision shows a positive result.

- b. The product quality regression coefficient value of 0.215 means that every 1% increase in product quality impacts the increase in purchasing decisions of Solo community consumers by 0.215.
- c. The regression coefficient value for Brand Image is 0.303, meaning that every 1% increase in Brand Image impacts the increase in purchasing decisions of Solo's consumer society by 0.303.
- d. The regression coefficient value for Product Design is 0.663, meaning that every 1% increase in Product Design results in a 0.663 increase in the Purchase Decision of Solo Community Consumers.

Table 7.
T-Test

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,718	3,718		1,544	,129
	<i>Product Quality</i>	,215	,095	,303	2,173	,027
	<i>Brand Image</i>	,303	,151	,261	2,033	,018
	<i>Product Design</i>	,663	,200	,464	3,323	,029

a. Dependent Variable: Product Purchase Decision

The influence of the independent variable on the dependent variable partially is as follows:

1. The calculated t-value for the Product Quality variable (X1) is 2.173 < the table T-value of 1.660 and the sig value is 0.027 < 0.05, so Ha is accepted and H0 is rejected, meaning the Product Quality variable affects the Product Purchase Decision.
2. The calculated t-value for the Brand image variable (X2) is 2.033 < the table T value of 1.660 and the sig value of 0.018 < 0.05, therefore Ha is accepted and H0 is rejected, meaning the Brand image variable affects the product purchase decision.
3. The calculated T value for the product design variable (X3) is 3.323 > the table T value of 1.660 and the sig value of 0.029 < 0.05, so Ha is accepted and H0 is rejected, meaning the product design variable affects the product purchase decision.

Table 8.
F-Test

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	134,110	3	44,703	12,413	<,001 ^b
	Residual	151,170	96	3,286		
	Total	285,280	99			

a. Dependent Variable: *Product Purchase Decision*

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

The calculated F value is $13.603 >$ the table F value of 3.090 and the sig. value is $0.01 < 0.05$, so H_0 is rejected and H_a is accepted, meaning the variables Product Quality, Brand Image, and Product Design have a significant effect on Purchase Decision.

Model Summary**Table 9.**
Coefficient of
Determination
Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,686 ^a	,770	,678	1,81282

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

It can be seen from the table above that the adjusted R² value is 0.678 or 67.8%, indicating that the variables Product Quality, Brand Image, and Product Design simultaneously influence 67.8%, while the remaining 32.2% is influenced by other variable factors.

The Influence of Product Quality on Purchase Decisions of Vans Shoes among Consumers in Solo Society

Based on the table above, it can be concluded that the Product Quality variable (X1) has a value of 0.215 with a positive sign (+). The results show that product quality has improved, meaning there is an increase in the purchasing decisions for Vans shoes. Thus, product quality has a significant impact on the purchasing decisions of Vans shoes among consumers in Solo.

The Influence of Brand Image on Purchase Decisions of Vans Shoes Products among Consumers in Solo Society

Based on the table above, it can be concluded that the Brand image variable (X2) has a value of 0.303 with a (+) sign. The results show that brand image has increased, meaning there is an improvement in the purchasing decisions for Vans shoes. Thus, brand image significantly influences the purchasing decisions of Vans shoes among consumers in Solo.

The Influence of Product Design on Purchase Decisions of Vans Shoes among Consumers in Solo Society

Based on the table above, it can be concluded that the Product Design variable (X3) has a value of 0.663 with a positive sign (+). The results show that the product design has improved, meaning there is an increase in the purchasing decisions for Vans shoes. Thus, the product design has a significant impact on the purchasing decisions of Vans shoes among consumers in Solo.

The Influence of Product Quality, Brand Image, and Product Design Together on the Purchase Decision of Vans Shoes among Consumers in Solo Society

Based on the table above, it can be concluded that the product quality variable (X1), brand image variable (X2), and product design variable (X3) have a sig value of $0.01 < 0.05$. The results show that product quality, brand image, and product design significantly influence the purchasing decisions of Vans shoes among Solo community consumers.

5. Conclusions, Limitations, and Recommendations

Based on the research results and discussion regarding the analysis of the influence of product quality, brand image, and product design on purchasing decisions for Vans shoes among consumers in the Solo community using data analysis techniques such as validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis test, T test, F test, and R² determination coefficient test, several conclusions can be drawn as follows: 1) Product quality has a significant positive effect on the purchasing decisions of Vans shoes among consumers in the Solo community. 2) Brand image has a significantly positive influence on the purchasing decision of Vans shoes among Solo community consumers. 3) Product design has a significant positive effect on the purchasing decisions of Vans shoes among Solo community consumers. 4) Product quality, brand image, and product design simultaneously influence the purchasing decisions of Vans shoes among the Solo community consumers.

The limitation of this research lies in the research method that only uses closed questionnaires, making it unable to delve deeper into the issues faced by Solo Society consumers. And similarly, in the data collection process, the information provided by respondents through the questionnaire sometimes does not reflect their actual opinions. This occurs due to differences in thinking, assumptions, and understanding among respondents, as well as other factors such as the honesty of respondents in filling out the questionnaire.

The upcoming research is expected to conduct a study by combining quantitative impact analysis with qualitative impact analysis, so that deeper issues can be identified through open-ended interview techniques.

6. References

- Aaker, David A. (2017). Manajemen Ekuitas Merek: Memanfaatkan Nilai dari Suatu Merek. Alih Bahasa oleh Aris Ananda. Jakarta: Spektrum.
- Abi, Y. I. (2020). Pengaruh Brand Image dan Kualitas Produk Terhadap Keputusan Pembelian pada KFC di Kota Bengkulu. Jurnal Ilmiah Manajemen, Vol. 15 No.1.
- Ardi Ansah. (2017). Pengaruh Desain Produk, Promosi, Dan Citra Merek Terhadap Keputusan Pembelian. Journal of Managemen, Vol. 1 No.2, Hal 178-189.
- Armstrong, & Kotler. (2015). "Marketing an Introducting Pretiece Hall twelfth edition". England : Pearson Education.
- Firmansyah, A. (2018). Perilaku Konsumen (Sikap dan Pemasaran). Jakarta: Deepublish.
- Ghozali, Imam. 2016. Aplikasi Analisis Multivariate dengan Program SPSS. Semarang : Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. 2021. Aplikasi Analisis Multivariate dengan Program SPSS. Semarang : Badan Penerbit Universitas Diponegoro.
- Harsanto, B. (2013). Dasar ilmu manajemen operasi. Sumedang: Unpad pres.
- Kompas. (2019). Tren minat masyarakat Indonesia terhadap merek sepatu lokal. Jakarta: Bebas Kompas.
- Kotler, P., & Keller, K. L. (2017). Manajemen Pemasaran. Edisi 1. Alih bahasa Bob sabran, MM. Jakarta: Erlangga.
- Manggala, S. (2018). Pemaknaan Fashion Bagi Indonesia Sneakers Team Surabaya. Skripsi.
- Moko, Wahdiyat. 2021. Manajemen Kinerja Teori dan Praktrik. Malang : UB Press.
- Sugiyono. (2017). Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, Dan R&D. Bandung: Alfabeta.
- Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif, Dan R&D. Bandung: Cv. Alfabeta.
- Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2014). Consumer Behaviour. London: Pearson.
- Sekaran, Uma dan Roger Bougie. (2017), Metode Penelitian Bisnis, Edisi 6, Jakarta: Penerbit Salemba Empat.

Yunita. (2021). "Desain, Kualitas Produk, Citra Merk dan Harga Produk atas Keputusan Pembelian Generasi Y". Jurnal Capital Kebijakan Ekonomi, Manajemen dan Akuntansi, Volume 3, (hlm. 118-138).