



Determinants of Shoe Buying Decisions: A Study on Sports Students' Preferences

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Abstract

Students who are active in sports have considerations in choosing the ideal shoes, especially when they are faced with quality, price, and brand image issues simultaneously. This study aims to analyze the determination of shoe purchasing decisions based on shoe quality in sports students. This study uses a quantitative descriptive method with an online form instrument to collect the required data based on expert validation. A total of 95 respondents from sports students who were willing to fill out the form by agreeing to the terms before continuing to fill in the questions asked. The results found that the assessment of shoe quality amounted to an average of 45 people or 47% in the good category. Assessment of the price of sports shoes as many as 50 people with a percentage of 52.63% interpretation is good. The results of the brand image of sports shoes as many as 30 people with a percentage of 31.58% 15 people in the good category. The conclusion in this study found that sports students have careful consideration to choose quality shoes and have a well-known brand image. The decision was taken based on shoes with a good image that have good quality so that they are comfortable to wear. Future research is expected to be able to identify in detail what shoe brands are popular both local and international products that are the choice when exercising.

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INTRODUCTION

In the world of sports, shoe selection is not just a functional necessity, but also a part of identity, comfort, and even social status for its users. Students who are active in sports face the dilemma of choosing the ideal shoes, especially when they have to consider quality, price, and brand image simultaneously. Fashion products must also have visual appeal and follow the latest trends to attract customer attention (Vera Maria et al., 2024). product quality reflects how the product has a value that can satisfy consumers both physically and psychologically which refers to the attributes or properties contained in an item or result (Faisal & Suprihadi, 2018)

The price of an item is the value expressed in rupiah. In other circumstances, price is defined as the amount paid by the buyer (Christian, 2022). The price for a pair of shoes can affect consumers' perceptions of the value of the product itself. Consumers tend to make repeat purchases if they believe that the product provides value for money (Gerion & Manggu, 2024). The price needed to get a number of goods and benefits and services according to Saputri & Utomo, (2021) is the determining factor for a decision. The factors that strongly influence repurchase decisions are price, promotion, and product quality. Pricing a product has an important essence for a company's strategy to maintain itself and achieve success in the face of competition (Leksono et al., 2022). Price is a value or nominal that must be spent by the buyer to transact either using goods or services (Afifah & Artadita, 2022). The choice of shoe products does not escape the brand image, brand image can be defined as a name, term, sign, symbol, design or combination of all of these that are intended to recognize products or services from a person or group (Khairuddin & Saputra, 2022).

Brand image is usually done through observations and beliefs held by consumers, as reflected in associations or in consumer memories (Ramadhan et al., 2024). Brand image is also a consumer's belief and impression of a product that is always remembered in his mind about a product or company brand (Rehansyah & Simatupang, 2023). Brand image according to consumers is based on product quality that can satisfy consumers both physically and psychologically which refers to the attributes or properties contained in an item or result (Angeleo & Laulita, 2022). This shows the uniqueness that it can have a significant influence if through Brand Trust, which means that a good company brand image can increase consumers in making purchasing decisions (Rendy et al., 2023).

Customer purchasing decisions are part of the process that shapes customer behavior. The purchase decision is an action as a result of customer considerations when looking at things such as brand, product, quantity, time, and so on to meet needs and expectations (Amiliya, 2023). Purchasing decisions are also the thoughts of individuals to choose an item from several choices to get one desired item (Ananda Muhamad Tri Utama, 2022). purchasing decisions are influenced by several factors, before buying consumers will make decisions according to circumstances, namely financial economics, technology, politics, culture, product, price, location, promotion, physical evidence, people and process (Artameviah, 2022). Purchasing decisions are the stage where consumers make decisions about which brand they finally decide to buy (Pipit Mulyah, Dyah Aminatun, Sukma Septian Nasution, Tommy Hastomo, Setiana Sri Wahyuni Sitepu, 2020) Indicators of purchasing decisions are buying or not buying which is related to confidence in buying and will not expect problems which are expectations not to get risks, and considerations for getting benefits from these

products (Adrian, J.A., & zeplin, 2017). The purchase decision is the stage in the consumer decision-making process to be fully confident in buying (Muakhor et al., 2024).

Data obtained according to the top brand award 2024 for the sports shoe category adidas is ranked first as the most frequently purchased sports brand in the last three years. this ranking is followed by nike, ardiles, diadora, reebok, and other brands below. the factors that influence the results of this survey include design, price, fashion, functionality, and durability. the data shows that adidas consumers tend to prioritize these factors. this attracts the attention of researchers to conduct further research on purchasing decisions for adidas products, with a focus on product quality and design as independent variables. From both comparisons between foreign brands and local brands, several issues arise in the decision-making process of purchasing sports shoes. some examples include the dilemma between quality and price, the role of brand image in purchasing decisions, the influence of trends and social media on purchasing decisions, and differences in preferences between students with different backgrounds.

On different occasions during field observations through interviews with sports students, 7 out of 10 students had the same problem, namely in terms of decision making in buying sports shoes due to several considerations such as quality, price, and brand image. So the main problem in this study lies in how students balance between quality, price, and brand image in sports shoe purchasing decisions. In addition, external factors such as social media, consumption trends, differences in preferences based on economic background and type of sport, and sustainability issues are also aspects that need to be considered in this analysis. For this reason, research is needed whose purpose is to analyze the determination of shoe purchasing decisions

based on shoe quality in sports students. This research is expected to provide in-depth insights into the consumption patterns of students in choosing sports shoes, as well as assist manufacturers and marketers in designing more effective strategies in meeting the needs of this segment.

METHODS

This article employs a literature study approach that incorporates historical research methods, including topic selection, heuristics, source criticism, interpretation, and historiography (Kuntowijoyo, 2013). The heuristic stage involves collecting and searching for historical sources. The heuristics presented in this article are based on secondary sources, including books, journals, theses, and scientific articles, that are relevant to the discussed topic. The next stage is source criticism, which involves re-sorting the collected sources to retain only credible ones. The interpretation stage is the stage where historical facts are interpreted and analysed before being integrated chronologically to produce a cohesive or coherent flow. Finally, historiography is writing down events to produce a comprehensive picture of the study process from beginning to end. The five steps in historical research are the guidelines for researchers to conduct a review of the implementation of the GANEFO sports competition.

This research uses quantitative methods with a descriptive approach to explain in detail the conditions, circumstances, and information in detail. Respondents used in this study amounted to 93 people using purposive sampling to capture respondents who fit the specified criteria. The provisions for respondents include active sports students of class 2023 and 2024 from the Faculty of Sports Science, Semarang State University. actively exercising during the last 6 months and using

sports shoes. Respondents were also declared willing to take part in the course of the study by answering the questions submitted by agreeing to the terms proposed by the researcher. The procedures in this study include preparation by preparing research instruments, then determining respondents in the population. Continue to distribute instruments through online forms to sports student respondents. The next stage collects existing data and analyzes it. Until the final stage by formulating the results and findings that exist during the research.

RESULTS AND DISCUSSION

The results of this study use an instrument consisting of an analysis of quality, price, and brand image on shoe purchasing decisions among sports students. The validity of this instrument uses experts who have competence in the sports industry and marketing in sports shoe products. The main informant is the business owner who also acts as the sole manager from the aspects of production, marketing, and customer service. The number of respondents in the study was 95 people, with N of items (number of items) totaling 20 items on the introduction factor and a Cronbach's Alpha value of 0.479. Because the Cronbach's Alpha value (r_{tabel}) > 0.444 , then as a basis for decision making in the reliability test above, it can be concluded that the 20 questions are reliable or consistent. This is based on the answers obtained both from the respondents regarding the brand image of the shoes worn by the respondents as well as the price and quality of shoe products for sports students themselves.

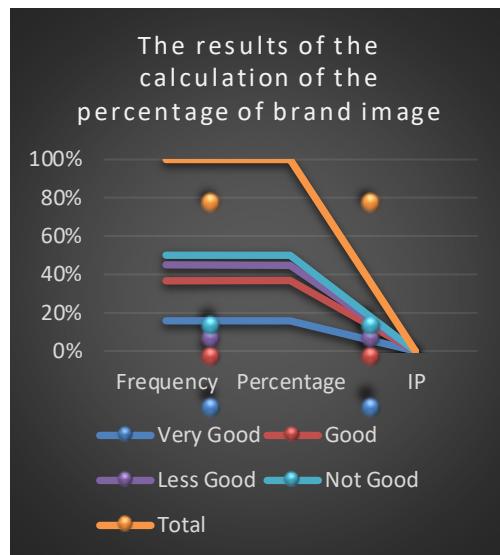


Figure 1. Brand Image Response Results

From the results of data processing with 95 respondents assessing the brand image of the sports shoes they wear, 30 people in the very good category, a percentage of 31.58% and with sufficient interpretation. 40 people in the good category, and a percentage of 42.11% with good interpretation. 15 people with the category less good, and a percentage of 15.79% with less interpretation. 10 people in the unfavorable category, and a percentage of 10.53% with a very unfavorable interpretation. sports shoe brands used by fik students for the first rank are Adidas (26 people), Nike (21 people), Nineteen (14 people), and Diadora (11 people), and followed by other brands. This shows that sports students tend to buy shoes based on positive associations with the brand, such as lifestyle, trends, and social recognition. A strong brand image is able to create loyalty and increase trust, which in turn drives purchasing decisions. Research by Rendy et al. (2023) shows that brand image

significantly influences purchasing decisions, especially when mediated by brand trust. Therefore, a positive brand image is very important in attracting students as active consumers of sports shoes.



Figure 2. Product Price Response Results

The results also show that the price of sports shoes worn by 15 respondents in the very good category, a percentage of 15.79% and with sufficient interpretation. 50 people in the good category, and a percentage of 52.63% with a good interpretation. 20 people in the less good category, and a percentage of 21.05% with less interpretation. 10 people in the unfavorable category, and a percentage of 10.53% with a very unfavorable interpretation. This shows that price is an important factor in student purchasing decisions due to budget constraints. Based on field findings, it is found that sports students tend to consider the balance between the price and quality of these shoes. Prices that are too high can make students hesitate, but low prices without quality assurance will also be abandoned. In this context, students choose shoes with affordable prices but still meet certain quality standards.

From the research results, the quality of the product obtained according to 95

respondents assessed the quality of the sports shoes they wore, 20 people in the very good category, a percentage of 21.05% and with sufficient interpretation.

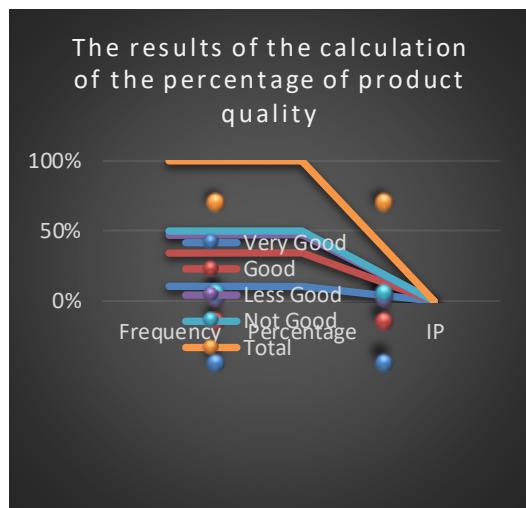


Figure 3: Product Quality Response Results

45 people in the good category, and a percentage of 47.37% with good interpretation. 25 people with the category less good, and a percentage of 26.32% with less interpretation. 5 people in the unfavorable category, and a percentage of 5.26% with a very unfavorable interpretation. This shows that sports students are very concerned about quality aspects when buying sports shoes. Theoretically, good product quality includes performance, durability, comfort, and reliability, all of which are very important in supporting the intensive physical activities carried out by sports students.

In the perspective of sports students, the quality of shoes is not only determined by price, but also by a strong brand image and good reputation. Shoes with high prices do not always guarantee good quality, but a strong brand image can increase consumer

confidence in product quality. Therefore, it is important for shoe manufacturers to pay attention to product quality, competitive prices, and a positive brand image to increase consumer satisfaction and brand loyalty. Students tend to choose products with guaranteed quality, even though they have

willing to participate and provide valuable information during the research process.

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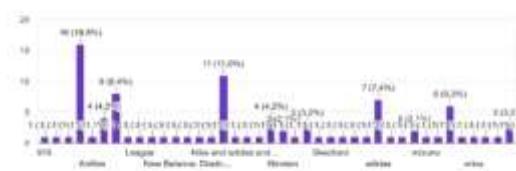


Figure 4. Shoe Brand Image Data

to pay higher costs, as long as the perceived benefits are commensurate.

This finding is in line with the opinion of (Dicki Agusani, 2020), which states that product quality can create consumer satisfaction and increase repurchase opportunities. Thus, shoe quality has a positive effect on purchasing decisions for sports students.

CONCLUSION

The conclusion in this study found that sports students have careful consideration to choose quality shoes and have a well-known brand image. The decision was taken based on shoes with a good image having good quality as well so that it makes it comfortable to wear. Future research is expected to be able to identify in detail what shoe brands are popular both local and international products that are the choice when exercising.

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