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THE INFLUENCE OF PRICE PERCEPTION, ONLINE CUSTOMER REVIEW, AND BRAND IMAGE ON PURCHASING DECISIONS FOR CONVERSE SHOES

Riky Azhar Maulana[a], Ignatius Ario Sumbogo[b],

[a]Kalbis University, Pulomas Selatan st. Kav. No.22, East Jakarta 13210, Indonesia

[b]Kalbis University, Pulomas Selatan st. Kav. No.22, East Jakarta 13210, Indonesia

ABSTRACT

This research aims to determine and analyze the influence of price perceptions, online customer reviews, and brand image on purchasing decisions for Converse shoes on Shopee e-commerce. Using multiple linear regression analysis with IBM SPSS Statistics 26 as an analysis tool. The sample used was users and prospective users of Converse shoes domiciled in DKI Jakarta who purchased the Shopee e-commerce application with a total of 153 respondents. Survey via Google Forms online and using a Likert scale. The sampling technique is non-probability sampling with a purposive sampling method. The results show that price perception, online customer reviews, and brand image partially influence the decision to purchase Converse shoes on Shopee e-commerce. Price perception, online customer reviews, and brand image simultaneously have a significant influence on the decision to purchase Converse shoes on Shopee e-commerce.

Keywords **- price perception, online customer review, brand image, purchase decision**

INTRODUCTION

The fashion industry in Indonesia has experienced rapid growth and significant development. With the high population of the Indonesian people, the industry's opportunities are growing in a better direction. The use of social media as a tool for marketing and selling fashion products is increasing and has helped various designers to get a wider market reach. So that with this digitalization, it is very helpful for designers and fashion influencers to be increasingly recognized in the public and facilitate consumer access to fashion inspiration and the latest products (Hutauruk, 2024)

One trend that stands out is the casual fashion style, which is increasingly becoming the top choice for the active and dynamic Gen Z. Casual style has evolved from just casual wear to a representation of a lifestyle that emphasizes comfort without sacrificing style. In the midst of a busy city, sneakers are a popular choice, while innovative design elements and vibrant colors give a modern touch to Indonesian casual style. In addition, the adoption of global trends such as the shoe industry has also influenced the development of casual fashion in Indonesia.

The growing fashion trend among the public affects the shoe industry in Indonesia. The demand for sports shoes, formal shoes, casual shoes, and fashion shoes is growing hand in hand with the evolution of each individual's life and consumer needs. this activity encourages the development of innovation in shoe design and manufacturing technology in Indonesia. Therefore, there are many choices of shoes that are quite complex from the various choices of shoe categories that exist today to suit the needs of each individual in making decisions.

With the rapid development of technology today, it encourages people, especially Gen Z, to keep up with the times, especially on the internet and social media. Internet users in Indonesia carry out various activities such as communicating via messages, reading news, selling through e-commerce, and others. Based on the results of a report published by We Are Social, in (katadata.com, 2023) In January 2024, Indonesia had a total of 185 million internet users, which is around 66.5% of Indonesia's total population of 278.7 million people. At the beginning of this year, the number of internet users in Indonesia increased by approximately 1.5 million people, representing a growth rate of 0.8% when

compared to January 2023. Over the previous decade, the most significant increase in growth rate occurred in January 2017, with a 28.4% jump in the number of internet users nationwide. The following table charts the number of internet users over the past 10 years in Indonesia:
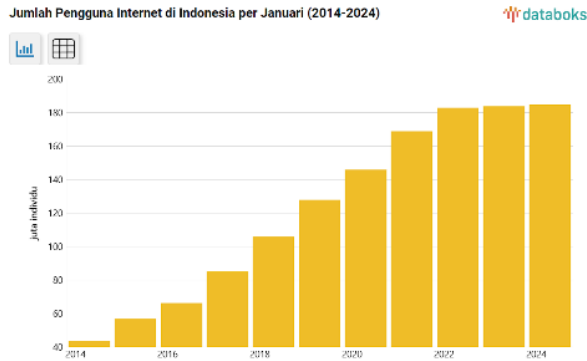
Picture 1 Number of Internet Users in Indonesia per January (2014 - 2024)
Source: https://databoks.katadata.co.id/

In Picture 1, it can be seen that from the aspect of internet development that runs in Indonesia, every year has a stable development. One of the most striking impacts of this development is the explosion of e-commerce in Indonesia. E-commerce has become one of the most developed sectors in Indonesia's digital economy, attracting consumers with a variety of product and service offerings that can be accessed online as well as attractive promos.

Picture 2 Top Brand Index of E-Commerce Sites in Indonesia (2023)
Source: https://www.topbrand-award.com/

Through picture 2 Shopee became the leader of the e-commerce market with a very high-top brand index number compared to other e-commerce. Within a period of 1 year, Shopee had a high-performance rate of 45.80% and built a dominant position in the e-commerce market in Indonesia. The shoe industry is a prominent topic of discussion in Indonesia's e-commerce sector. The shoe industry is highly competitive in terms of brands, shapes, colors, and technological sophistication.

In recent years, the fashion industry in Indonesia has grown rapidly, with a growing number of local and international brands present that have become an essential component in every individual's daily life. Shoes, as one of the main elements in fashion, have become the focus of attention in lifestyle trends in Indonesia. Shoe manufacturers are working hard to encourage consumers to purchase their products. One of the shoe manufacturers that follows the development of people's lifestyle today and always has the latest innovations is Converse.

Converse Inc. has been established since 1908 as a company that focuses on making rubber shoes. Converse is a company wholly owned by NIKE, Inc. Converse is committed to always maintaining

the color, comfort, and design of existing shoes and products and will strive for continuous maintenance.
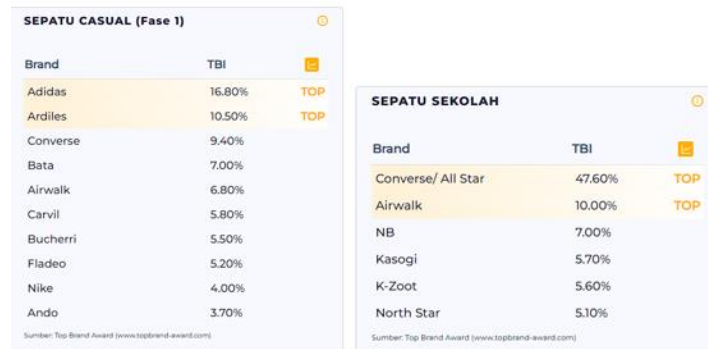
Picture 3 Top Brand Index of Casual Shoes & School Shoes in Indonesia
Source: Top Brand Index 2024.

Through the data in Picture 3, adidas and Ardiles are the leaders in the casual shoe market in Indonesia with a valuation level above 10% compared to Converse and other shoe brands with numbers below 10%. On the other hand, the top brand index of the best school shoes in Indonesia is held by Converse, with a significant comparison with other competitors. This makes that converse has a fairly strong market in the school shoe category. Then for casual shoes, converse still has a good enough brand name so that it can still compete with other competitors who are the top brands of casual shoes in Indonesia.

This Research examines the effect of the variables of price perception, online customer reviews, and brand image on purchasing decisions for Converse shoes through the Shopee e-commerce platform. This is done because it looks at today's lifestyle where many individuals want to always be updated by utilizing purchases through e-commerce to meet their unique needs. Plus, Converse is one of the shoe brands that has a relatively cheap price compared to other branded products by offering a variety of shoes.

LITERATURE REVIEW

1. **Price Perceptions**
   Price perception refers to the monetary cost associated with a product or service, which is determined by the value perceived by the customer from its purchase or use. (Philip T. Kotler & Gary Armstrong, 2020)
2. **Online Customer Review**
   Online customer reviews are considered accurate and trustworthy information by companies, and customers trust them to make informed decisions about which products to buy. (Banjarnahor et al., 2021)
3. **Brand Image**
   A brand image is a unique and easily recognizable name, symbol, advertisement, layout, or combination of these elements, which is used to distinguish and differentiate goods and services provided by a person, organization, or company from those offered by other parties. (Firmansyah, 2019)
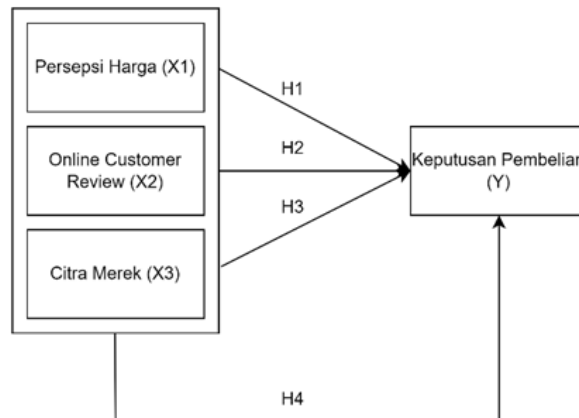4. **Purchase Decision**
   Purchasing decisions refer to patterns of consumer behavior exhibited by people, organizations, and groups when acquiring, evaluating, and using products, facilities, or experiences to meet their needs and wants. Kotler & Armstrong (2016, p. 177) in (Gea, 2022)
5. **Conceptual Research Model**

This research model analyzes the independent variables (Price Perception, Online Customer Review and Brand Image) on the dependent variable (Purchase Decision) using multiple linear regression analysis methods. The Research Conceptual Model can be seen in picture 4

Picture 4 Conceptual Research Model

H1 = Price Perception affects Purchasing Decisions

H2 = Online Customer Review affects Purchasing Decisions

H3 = Brand Image affects Purchasing Decisions

H4 = Price Perception, Online Customer Review, and Brand Image simultaneously influence Purchasing Decisions.

METHODOLOGY

A. Unit Analysis

The unit of analysis according to Sugiyono (2016, p. 298) in (Ray & Sumbogo, 2022) is the unit studied in research, and can include individuals, groups, objects, or social event settings such as individual or group activities as research subjects.

B. Population

Population according to Sugiyono (2015, p. 117) in (Ray & Sumbogo, 2022) refers to a specific group of things or people that have certain attributes and characteristics, as determined by the researcher for the purpose of Research and drawing conclusions. A total of 153 respondents participated in this survey.

C. Sample

This Research refers to the minimum research sample in (Hair et al., 2019), namely the number of samples adjusted for the number of independent and dependent variable questions by multiplying 5 to 10 of the total number of indicators in the Research. Based on the explanation above, with 29 questions in this Research, there are 29 x 5 = 145 total minimum respondents in this Research. In data measurement, there is a scale that needs to be used in conducting research.

D. Data Source & Scale

In this Research, the scale used is a Likert or numerical scale of 1-5 using google forms as a medium for distributing questionnaires as the main data used as the basis for research.

RESULTS

At this research, researchers have collected a total of 153 sample respondents.

A. Instrumen Test

1. Validity Test

TABLE 1
VALIDITY TEST

Indikator	R Tabel	R Hitung	Keterangan
X1.1	0.158	0.503	Valid
X1.2	0.158	0.596	Valid
X1.3	0.158	0.579	Valid
X1.4	0.158	0.513	Valid
X1.5	0.158	0.609	Valid
X1.6	0.158	0.486	Valid
X1.7	0.158	0.641	Valid
X2.1	0.158	0.565	Valid
X2.2	0.158	0.653	Valid
X2.3	0.158	0.658	Valid
X2.4	0.158	0.537	Valid
X2.5	0.158	0.579	Valid
X2.6	0.158	0.493	Valid
X2.7	0.158	0.620	Valid
X3.1	0.158	0.629	Valid
X3.2	0.158	0.652	Valid
X3.3	0.158	0.512	Valid
X3.4	0.158	0.677	Valid
X3.5	0.158	0.535	Valid
X3.6	0.158	0.530	Valid
X3.7	0.158	0.609	Valid
Y1.1	0.158	0.525	Valid
Y1.2	0.158	0.593	Valid
Y1.3	0.158	0.570	Valid
Y1.4	0.158	0.539	Valid
Y1.5	0.158	0.512	Valid
Y1.6	0.158	0.596	Valid
Y1.7	0.158	0.612	Valid
Y1.8	0.158	0.585	Valid

The validity test of this Research used a total sample of 153 samples, with the formula $df = n-2 = 151$ and a significance level of 5% or 0.05 with an r table value of 0.158. Through the data contained in table 1, it explains that all indicators have been tested and declared valid and exceed the required standard value, which is 0.158.

2. Reliability Test

TABLE 2
RELIABILITY TEST

Variables	Score	Information
Price Perception (X1)	.716	Reliable
Online Customer Review (X2)	.706	Reliable
Brand Image (X3)	.794	Reliable
Purchase Decision (Y)	.807	Reliable

In the reliability test summary in table 2, it can be seen that the overall reliability test value has exceeded the required Cronbach's Alpha value of above 0.60.

B. Classic Assumption Test

1. Normality Test

TABLE 3
NORMALITY TEST

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		153
Normal Parameters[a,b]	Mean	0,0000000
	Std. Deviation	1.69822398
Most Extreme Differences	Absolute	0.063
	Positive	0.049
	Negative	-0.063
Test Statistic		0.063
Asymp. Sig. (2-tailed)		.200[c,d]

The results that have been obtained in table 3, show that the significance value that has been obtained is 0.200. This value has met the required 0.05 standard, so it can be stated that the data used is normally distributed.

2. Multicollinearity Test

TABLE 4
MULTICOLLINEARITY TEST

Model		Collinearity Tolerance	VIF
1	(Constant)		
	Price Perception_X1	.412	2.429
	Online Customer Review_X2	.458	2.184
	Brand Image_X3	.390	2.563

Based on the multicollinearity test results that have been obtained in table 4. Then it can be stated that each variable used has a VIF value that does not exceed 10 and the tolerance value is above 0.1. So, it can be stated that there is no multicollinearity problem from each variable.

3. Heteroscedasticity Test

TABLE 5
HETEROSCEDASTICITY TEST

Model		Sig.
1	(Constant)	.000
	Price Perception_X1	.454
	Online Customer Review_X2	.849
	Brand Image_X3	.721

Through the results in table 5, all independent variables used get a significance value that exceeds the standard 0.05. So, it can be stated, all independent variables do not occur heteroscedasticity problems using the Glejser test.

C. Data Processing Test
1. Multiple Linear Regression Analysis Test

Through an explanation from (Monalisa, 2019), this multiple linear regression analysis has the aim of testing the effect of two or more independent variables on one dependent variable. The following are the results of the Multiple Linear Regression Test in table 6.

TABLE 6
MULTIPLE LINEAR REGRESSION TEST

Model	Coefficients		Standardized Coefficients
	Unstandardized Coefficients		
	b	Std. Error	Beta
(Constant)	3.463	1.326	
Price Perception	.278	.066	.253
Online Customer Review	.323	.059	.310
Brand Image	.440	.064	.421

Through the results of the analysis in table 6, the regression equation has been obtained with the formula;

Purchase Decision = 1.503 + .531 PH + .372 OCR + .162 CM + e

Based on the above formula equation, it can be stated as follows:

1. The result of obtaining a constant obtained is 3.463, therefore if the independent variable (PH, OCR, CM) is 0, then the value of the Purchase Decision is 3.463.
2. The regression coefficient value for the Price Perception variable (X1) is .278, indicating a positive relationship with the Purchasing Decision (Y). Based on this, an increase in the value of Price Perception (X1) will result in an increase of .278 in the Purchasing Decision (Y).
3. The regression coefficient value for the Online Customer Review (X2) variable is .323, indicating a positive relationship with the Purchasing Decision (Y). Based on this, an increase in the value of Online Customer Review (X2) will result in an increase of .323 in the Purchasing Decision (Y).
4. The regression coefficient value for the Brand Image variable (X3) of .440 shows a positive relationship with the Purchasing Decision (Y). Based on this, an increase in the value of Brand Image (X3) will result in an increase of .440 in the Purchasing Decision (Y).

2. Hypothesis Test

a. T Test (Partial)

The t statistical test is a test to determine as the effect of one independent variable individually in explaining the dependent variable. If the significance value obtained is below the value of 0.05, and the t test value is higher than the t table value, then Ha is accepted. The t table is obtained from the statistical table $\alpha = (0.05)$ and conducts a 2 (two) side test using the calculation (df = n - k). It is known that n is the number of questionnaire fillers and k is the number of parameters (variables) used, so df = 153 - 4 = 149 = 1.65514.

TABLE 7
T TEST (PARTIAL)

Coefficients[a]		
Model	**t**	**Sig.**
1 (Constant)	3.463	.010
Price Perception_X1	4.235	.000
Online Customer Review_X2	5.463	.002
Brand Image_X3	6.857	.000

As the results have been obtained in table 7, the hypothesis can be stated as follows:

Hypothesis (H1): The price perception variable has a calculated t value that is at 4.235 and has a value that is above the t table, and has a significance weight of 0.00 (below the value of 0.05). So, from this data it can be seen that the hypothesis is accepted.

Hypothesis (H2): The online customer review variable has a calculated t value that is at 5.463 and has a value that is above the t table, and has a significance weight of 0.00 (below the value of 0.05). So, from this data it can be seen that the hypothesis is accepted.

Hypothesis (H3): The brand image variable has a calculated t value that is at 6.857 and has a value that is above the t table, and has a significance weight of 0.00 (below the value of 0.05). So, from this data it can be seen that the hypothesis is accepted

b. F Statistical Test (Simultaneous)

The F test is to confirm and test whether a regression equation can be used to ascertain the impact of the independent variable on the independent variable.

TABLE 8
F STATISTICAL TEST (SIMULTANEOUS)

Model		Sum of Squares	df	F	Sig.
1	Regression	1560.199	3	176.771	000ᵇ
	Residual	438.363	149		
	Total	1998.562	152		

As obtained in table 8, the value of the calculated f test result is 176.771 with a significance figure of 0.00. The fixed f table result is 2.67 (df1 = k - 1 = 4 - 1 = 3 and df2 = n - k = 153 - 4 = 149). The obtained f count has met the specified f table and obtained a significance value <0.05. Therefore, it can be concluded that the dependent variable is jointly influenced by all the independent variables used.

3. Determination Coefficient Test (R^2)

The coefficient of determination (R^2) is a statistical measure to determine the ability of the independent variables to explain the dependent variable together.

TABLE 9
DETERMINATION COEFFICIENT TEST (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884ᵃ	0.781	0.776	1.715

Through the results listed in table 9, it can be stated that the acquisition value of the coefficient of determination (Adjusted R Square) in this Research amounted to 0.776 or 77.6%. Therefore, it means that the relationship between price perception (PH), online customer review (OCR), and brand image (CM) on purchasing decisions (KP) is 77.6%. These results can be concluded that the dependent variable used in this research model has an influence on purchasing decisions by 77.6% and the remaining percentage of 22.4% is another variable not examined in this research.

CONCLUSION

This segment will provide conclusions obtained from a comprehensive and thorough study and analysis. So, the conclusions regarding the effect of price perception, online customer reviews, and brand image on purchasing decisions (Y) are:

1. Purchasing decisions for Converse shoe products at E-Commerce Shopee are influenced by the price perception variable.
2. The decision to purchase Converse shoe products at E-Commerce Shopee is influenced by the online customer review variable.
3. Purchasing decisions for Converse shoe products at E-Commerce Shopee are influenced by the brand image variable.
4. Simultaneously, the decision to purchase Converse shoes in Shopee e-commerce is influenced by the variables of price perception, online customer review, and brand image.

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