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The Influence of Advertising and Product Quality on Consumer Purchasing Decisions on Ventela Shoe Products

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Article Information:	ABSTRACT
	This research aims to analyze the influence of advertising and product quality on consumer purchasing decisions for Ventela shoe products among students at the Faculty of Islamic Economics and Business (FEBI) UIN Mahmud Yunus Batusangkar. The research method used was quantitative with data collection techniques through questionnaires distributed to 45 FEBI UIN Mahmud Yunus Batusangkar students. The research results show that both advertising and product quality have a significant effect on consumer purchasing decisions for Ventela shoe products. This means that the more intensively advertising Ventela shoes is carried out and the higher the quality of Ventela shoe products, the higher the consumer purchasing decisions for Ventela shoe products. These findings provide important implications for the Ventela shoe company in formulating its marketing strategy. Companies need to increase advertising intensity and maintain the quality of their products in order to increase consumer purchasing decisions for Ventela shoe products.

INTRODUCTION

Today's economic developments are increasingly leading to intense competition, especially for similar companies. Therefore, this situation will result in companies always having to keep up with changes, both in the political, economic, social and cultural fields. In addition, companies must follow competitors' behavioral patterns in

running their business. This makes competition between companies even tighter in the struggle for market share. Therefore, with the opening of globalization which affects various aspects of human life, companies must be able to create opportunities from people's choices to create products that people want, therefore companies must really understand what kind of products consumers want.(Mutholib, Pardiman, and Selamet 2021)

According to Kotler (2008) the purchasing decision is a stage of the buyer's decision process, namely when consumers actually buy the product. Where consumers recognize the problem, look for information about a particular product or brand and evaluate how well each alternative can solve the problem which then leads to a purchasing decision. (Engel 2018) According to Peter and Johnson (2004), 'Purchasing decisions are an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them.' So it can be concluded that the purchasing decision is a process of choosing one of the many available options. The existence of consumers has an influence on the company's ultimate achievement, namely earning profits through purchasing goods and services. (Fikri and Sahdandi 2021)

Advertising not only influences purchasing decisions, but also plays a role in forming consumer attitudes. according to Sumarwan (2014) that the ultimate goal of an advertisement for a company is to influence consumer attitudes so that consumers behave in accordance with what the producer wants, of course, namely buying and using the product. According to Sadat (2009), so that a company can communicate its brand or product effectively according to the expected goals, it must pay attention and understand who the company will communicate its products with, then identify the purpose of the communication.(Anggelina 2022)

According to Kotler and Armstrong (2014: 253) the factors that influence purchasing decisions are 'Product quality is the characteristic of a product or service that bears on its ability to satisfy stated or 16 implied customer needs' interpreted in Indonesian: 'product quality is the character of a product that has the ability to meet customer needs.' According to Kotler and Armstrong (2008:7), product quality is a characteristic of a product or service that depends on its ability to satisfy stated or implied customer needs. (Puspita & Dasmadi 2020)

Product quality is the product's ability to carry out its functions, this ability includes durability, reliability, precision produced, ease of operation and repair and other valuable attributes of the product as a whole.(Amalia 2017). Product quality is a determining factor for companies, especially the Sneakers (shoes) business, in creating consumer satisfaction after purchasing and using a product. There are several different qualities that Ventela shoes have (Tangka et al. 2022)

There are several previous studies that are relevant to this study, including research conducted by Michael, 2022 with the title 'The Influence of Promotion, Brand Image and Product Quality on Purchasing Decisions on Ventela Shoe Products in the Special Region of Yogyakarta.' The sample of this research was 100 respondents. The

sampling method uses purposive sampling technique. Based on the results of data analysis, it can be concluded that the three independent variables, namely the influence of promotion, brand image and product quality, are proven to have a significant influence on the related variable, namely purchasing decisions. So that all hypotheses in this research are accepted (Michael Page 2022). Then the previous research done by Tangka, G. C., & Dotulong, L. O. (2022) with the title The Influence of Advertisements and Brand Image on Purchase Interest and Purchase Decisions of Ventela Brand Shoes (Ventela Shoes) Study on Management Students of the Faculty of Economics Unsrat Angkatan 2018, Population in the study this is a consumer who bought Ventela brand shoes, namely a student of the Management Department of the Faculty of Economics Unsrat Manado, Batch 2018, who has bought at least twice. Since the total population is unknown, the sampling technique used is accidental sampling. According to Sugiyono (2017:81) accidental sampling is a sampling technique where anyone the researcher meets who has characteristics that match the respondent's characteristics is used as a research sample. Sampling was carried out from April 2021 until June 2021 where 80 questionnaires were collected with 80 questionnaires filled out completely for analysis. (Tangka et al. 2022)

RESEARCH METHODOLOGY

The method used in this research is a quantitative descriptive method which emphasizes explaining and describing each variable being studied using data in the form of numbers, followed by explaining the correlation or relationship between the two variables using hypothesis testing (Ansori 2020). The data source in this research was consumers of Ventela Shoe products, 45 respondents. The data collection technique was carried out by collecting data, researchers distributed questionnaires to consumers of Ventela shoes either directly to respondents or via the internet such as e-mail, WhatsApp, or other social media. In obtaining this information and consumer opinions, researchers used a Google form questionnaire. Furthermore, in distributing this questionnaire, the author uses the method of sharing links or distributing codes to direct respondents who are consumers of Ventela shoes.

RESULT AND DISCUSSION

RESULT

Classical Assumption Tests

The classical assumption test is a series of statistical tests used in regression analysis to ensure that the data meets the basic assumptions needed for the results of the regression analysis to be valid and reliable**.**

1. Normalitas Test

The normality test aims to evaluate whether the distribution of data in a group of data or variables follows a normal distribution or not. It is important to determine whether the data collected can be considered to represent the normal distribution of the population. The classic method of testing data normality is not very complicated

One-Sample Kolmogorov-Smirnov Test

		Unstandardiz ed Residual
N		45
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.38198362
Most Extreme Differences	Absolute	.102
	Positive	.073
	Negative	-.102
Test Statistic		.102
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

Based on the SPSS output table, it is known that the significance value of Asiymp. Sig (2-tailed) of 0.200 is greater than 0.05. So in accordance with the basis for decision making in the Kolmogorov-Smirnov normality test above, it can be concluded that the data is normally distributed. Thus, the normality assumptions or requirements in the regression model have been met.

2. Heteroscedasticity Test

The heteroscedasticity test in the regression model is carried out to check whether there is inequality of variance in the residuals between observations. The purpose of the heteroscedasticity test is to determine whether there is an inequality in the residual variance between one observation and another in the regression model.

Scatterplot
Dependent Variable: keputusan
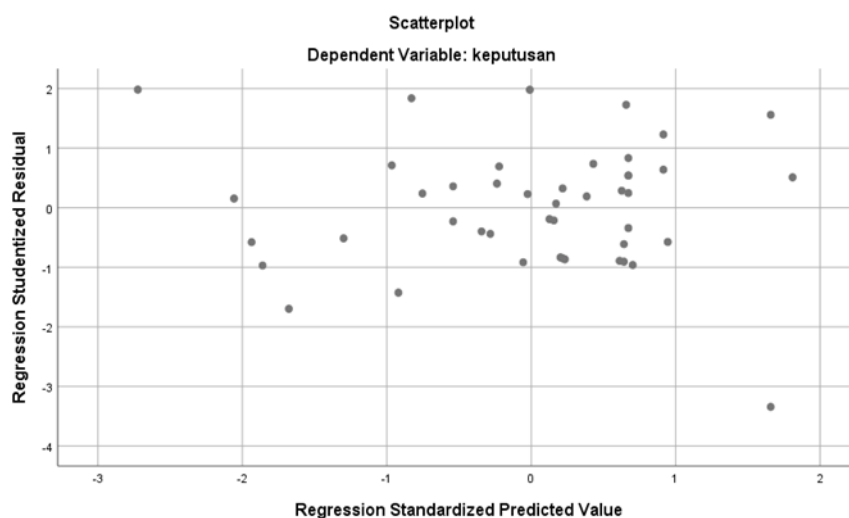
From the scatter plot, it can be concluded that the small dots are not concentrated in one point, but are spread widely. This shows that the relationship between the

dependent variables is not limited to a limited range of variables and does not follow a homoscedasticity pattern.

3. Multicollinearity test

Multicollinearity test is a statistical technique used to evaluate the level of correlation between independent variables in regression analysis, even though the independent variables should be free or independent. This test is one of the classic assumptions in regression analysis, which aims to identify the presence of multicollinearity in the regression model.

		Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.634	2.680		1.356	.182		
	IKLAN	.634	.149	.615	4.266	.000	.683	1.465
	KUALITAS	.042	.167	.037	.254	.801	.683	1.465

Berdasarkan tabel di atas nilai dari collinearity statistic, yaitu pada bagian VIF nilai

X1 iklan =1,465

Kualitas produk = 1.465.

Hal ini menandakan bahwa VIF nya < 10 artinya variabel bebasnya tidak memiliki

masalah multikolinearitas, karena VIF < 10

Based on the table above, the value of the collinearity statistic, namely in the VIF section, the value of X1 ad = 1.465 Product quality = 1,465. This indicates that the VIF < 10 means that the independent variable does not have multicollinearity problems, because VIF < 10

Hypothesis testing

Hypothesis testing is a statistical procedure used to determine whether there is sufficient evidence in a data sample to support or reject a statement or hypothesis about a population. This process involves establishing two hypotheses: the null hypothesis, which usually states that there is no effect or difference, and the alternative hypothesis, which states that there is an effect or difference.

1. t-Test

Partial test is a method of statistical analysis that is used to test the influence of each independent variable on the dependent variable in a regression model, while other independent variables are considered constant. This test is often called the partial t-test in the context of linear regression.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.032	2.148		1.877	.067
	Iklan	.655	.121	.635	5.395	.000

Dependent Variable: keputusan

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.292	3.004		2.427	.019
	Kualitas	.444	.163	.383	2.718	.009

a. Dependent Variable: keputusan

Based on significance value

   a. Based on the SPSS 'coeficients' output table above, it is known that the Significance (Sig) value of the Advertising variable (X1) is 0.000. Because the sig value is 0.000 < probability 0.05, and tcount is 5.395 > from ttable 1.67943, it can be concluded that Ha1 is accepted. This means that there is an influence of advertising (X1) on purchasing decisions (Y).

   b. Based on the SPSS 'coeficients' output table above, it is known that the significance value (Sig) of the product quality variable (X2) is 0.009. Because the sig value is 0.009 < probability 0.05, and tcount is 2.718 > from ttable 1.67943, it can be concluded that Ha2 accepted. This means that there is an influence of product quality (X2) on purchasing decisions (Y).

   2. F-Test

Simultaneous testing is a method of statistical analysis that is used to test the overall influence of all independent variables on the dependent variable in a regression model. This test is often called the F test (F-test) in the context of linear regression.

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	341.209	1	341.209	29.109	.000^b
	Residual	504.036	43	11.722		
	Total	845.244	44			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), iklan,kualitas produk

Based on the SPSS output table above, it is known that the Sig value is 0.000. Because the Sig value is 0.000 < 0.05, then in accordance with the basis for decision

making in the F test it can be concluded that Fcount 29.109 > Ftable 3.26 so the hypothesis is accepted or in other words advertising (X1) and product quality (X2) simultaneously influence the decision purchase (Y).

DISCUSSION

In today's modern business context, one of the key factors is marketing. Marketing can be explained as a social process in which individuals and groups satisfy their needs or desires by creating, offering, and exchanging products and services of value with others. The creation of value between consumers and businesses and the importance of creating and sharing value has become a major theme in the evolution of modern marketing thinking (Marheni Eka Saputri 2016).

The influence of advertising and product quality on purchasing decisions. The results of the research show that advertising (X1) has a significant influence on purchasing decisions (Y) for Ventela shoe products. Advertising is the company's main focus and an important policy in increasing the competitiveness of a product. Based on the output of statistical analysis using SPSS, the significance value (Sig) for the advertising variable (X1) is 0.009, indicating that the first hypothesis (H1) is accepted because the sig value is smaller than 0.05.

There is a positive and significant relationship between the advertising variable (X1) and the dependent variable (Y). This means that the more intensively advertising Ventela shoes is carried out, the higher the consumer purchasing decisions for Ventela shoe products.

The research results show that product quality (X2) has a significant influence on purchasing decisions (Y) for Ventela shoe products. Product quality is the company's main focus and an important policy in increasing the competitiveness of a product. Based on the output of statistical analysis using SPSS, the significance value (Sig) for the product quality variable (X1) is 0.002, indicating that the first hypothesis (H1) is accepted because the sig value is smaller than 0.05.

Research conducted by Elvina Oktipianti, Sulisti Afriani, and M. Rahman Febliansa in 2023 regarding 'The Influence of Product Quality, Promotion and Brand Image on Purchasing Decisions' at the South Bengkulu Brand Image Fashion Store also shows that product quality (X1) has a significant effect on purchasing decisions (Y). The t test results show that the calculated t (2.059) is greater than the t table (1.68555), and the significance value (tsig) is less than $\alpha = 0.05$ (0.047 < 0.05) for the product quality variable (X1), so alternative hypothesis (Ha) is accepted. This confirms that product quality has a significant influence on customer satisfaction levels, in line with similar findings in previous research. The similarities between this study and previous research include: Data collection was carried out both using questionnaires and multiple linear regression analysis methods, determination tests and hypothesis tests. The type of research used both uses quantitative methods.

Then, previous research conducted by (Apriando 2019) entitled 'The Influence of Product Quality and Product Availability on Purchasing Decisions with Brand Image as

an Intervening Variable (Study of M-150 Energy Drink Consumers in Semarang City)' examined the product availability variable. The research results show that the CR coefficient value is 2.517, which exceeds the predetermined threshold value of 1.98. In addition, the P value obtained was 0.004, which is also smaller than the significance criterion of 0.05. Based on these results, it can be concluded that product availability has a positive and significant influence on purchasing decisions. Thus, the fourth hypothesis (H4) can be accepted, indicating that with increasing product availability, purchasing decisions also increase. From this research it can be concluded that there are similarities with the results of other studies which show that product availability has a significant effect on customer purchasing decisions.

If applied to this study, it can be concluded that advertising and product quality based on research results influence the level of consumer purchasing decisions for Ventela shoe products. The better the advertising and product quality, the more consumer purchasing decisions for Ventela shoe products will increase.

CONCLUSION

Based on the description above, it can be concluded as follows:

1. Advertising: The t value is 5.395 and the significance value is 0.000, indicating that there is a significant positive relationship between advertising and consumer purchasing decisions. This means that the better the advertisement, the higher the consumer's purchasing decision for the product.

2. Product quality: The t value of 2.718 and the significance value of 0.009 indicate that there is a significant positive relationship between product quality and consumer purchasing decisions. This means that the better the product quality, the higher the consumer's purchasing decision for that product.

AUTHORS' CONTRIBUTION

Author : Conceptualization; Project administration; Validation; Writing - review and editing.

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