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**THE INFLUENCE OF BRAND IMAGE AND PERCEIVED PRODUCT  
QUALITY ON PURCHASE DECISIONS OF SPECS FUTSAL SHOES  
IN SIDOARJO**

**Agung Dwi Trawasa Santoso<sup>1</sup>**

**Universitas Pembangunan Nasional Veteran Jawa Timur, Surabaya,  
Indonesia**

**[22012010039@student.upnjatim.ac.id](mailto:22012010039@student.upnjatim.ac.id)**

**Ugy Soebiantoro<sup>2</sup>**

**Universitas Pembangunan Nasional Veteran Jawa Timur, Surabaya,  
Indonesia**

**[ugybin@gmail.com](mailto:ugybin@gmail.com)**

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**Abstract**

Increasing competition in the futsal shoe industry necessitates that companies understand the factors influencing consumer purchasing decisions. Although Specs is a widely recognized local brand, preliminary survey results indicate that consumer perception of its product quality remains suboptimal. This study aims to determine the impact of brand image and perceived product quality on purchasing decisions for Specs futsal shoes in Sidoarjo. The study employs a quantitative approach using an associative method. The research population consists of consumers who have purchased or used Specs futsal shoes in Sidoarjo. The sample was selected using a purposive sampling technique. Data were collected via a Likert-scale questionnaire and analyzed using the Partial Least Squares (PLS) method. This research is expected to provide empirical evidence regarding the influence of brand image and perceived product quality on purchasing decisions, as well as offer insights for the company to enhance its marketing strategies.

**Keywords:** Brand Image; Lifestyle; Price Perception; Purchasing Decisions



## INTRODUCTION

The sports industry in Indonesia has experienced significant expansion, driven by growing public health awareness and the expanding availability of sports facilities and infrastructure (Sasminto et al., 2024). Among various sports disciplines, futsal has emerged as one of the most accessible and popular activities due to its dynamic nature and low barrier to entry regarding playing space (Prasetyo, 2021; Dahlan et al., 2025). This rising participation has directly stimulated the market for sports gear. According to the 2024 National Sports Development Index Report (*Laporan Indeks Pembangunan Olahraga*), athletic footwear dominates household sporting goods expenditure, accounting for 41.75% of total consumption (Kemenpora, 2025).

In the domestic market, Specs—manufactured by PT Panatrade Caraka since 1980—has long stood as a leading local sports brand. However, recent marketplace dynamics show aggressive market penetration by newer domestic competitors, notably Ortuseight and Mills. Observational data from the Shopee Official Store during the 2023–2025 period revealed that Specs achieved 13,767 cumulative sales units, trailing significantly behind Ortuseight's 51,206 units. This indicates that long-standing brand history alone is insufficient to sustain consumer loyalty; modern consumers evaluate functional product attributes, comfort, and value propositions before committing to a purchase (Handayani, 2024; Partini, 2025).

A preliminary survey conducted with 35 Specs futsal shoe users in Sidoarjo further highlighted underlying product quality concerns: 54.3% of respondents doubted product durability, 51.4% rated model variation and performance as suboptimal, and 57.1% expressed dissatisfaction with in-game comfort. These perceptual gaps suggest potential barriers in converting brand awareness into definitive purchase commitments.

Purchase decision-making represents an evaluative process whereby consumers weigh alternatives across cognitive and affective dimensions (Kotler & Keller, 2021; Palupi et al., 2023). Brand image serves as an informational cue that reduces cognitive effort by signaling reliability and prestige (Wulandari & Nurcahya, 2023; Saputra, 2022). Concurrently, perceived product quality forms the rational foundation for consumer choice, governed by attributes such as durability, functionality, and comfort (Schiffman & Wisenblit, 2015; Mas'ud & M.R.A, 2020).

Sidoarjo Regency provides a pertinent context for this research due to its active futsal communities, commercial arena density, and regular tournament



circuits (Disporapar Sidoarjo, 2024). While prior literature has evaluated consumer behavior across broader apparel sectors, empirical studies focusing specifically on the interplay between brand image and perceived product quality for domestic futsal footwear in this regional setting remain scarce. Hence, this study aims to examine the empirical effects of brand image and perceived product quality on the purchase decisions of Specs futsal shoes among consumers in Sidoarjo.

## **LITERATURE REVIEW**

### **Brand Image**

Brand image encompasses the cognitive associations, beliefs, and emotional impressions formed in the consumer's memory regarding a brand (Kotler & Keller, 2021; Romadhon et al., 2023). A favorable brand image mitigates perceived purchase risks and builds consumer trust (Wulandari & Nurcahya, 2023). According to Saputra (2022), brand image is assessed through three core indicators: (1) Strength of brand association, (2) Uniqueness of brand association, and (3) Favorability of brand association.

### **Perceived Product Quality**

Perceived product quality refers to the consumer's subjective evaluation of overall product excellence and functional performance relative to available alternatives (Barkhoya & Vania, 2024; Virena & Renwarin, 2022). In athletic footwear, quality evaluations focus on functional and ergonomic dimensions (Mas'ud & M.R.A, 2020), operationalized through: (1) Durability, (2) Product variety/design, (3) Performance, and (4) Comfort.

### **Purchase Decisions**

A purchase decision is the final stage in the consumer decision-making journey where alternative evaluations culminate in an actual transaction (Prastiwi et al., 2023; Nurjaya et al., 2021). According to Kotler & Keller (2021), this construct is measured by: (1) Preference certainty, (2) Habitual purchasing, (3) Willingness to recommend, and (4) Repeat purchase intention.

Research Hypotheses:

- H1: Brand image has a positive effect on the purchase decisions of Specs Futsal shoes in Sidoarjo.
- H2: Perceived Product Quality positive effect on the purchase decisions of Specs Futsal shoes in Sidoarjo.

**RESEARCH METHOD**

This study employs a quantitative approach with the Partial Least Square (PLS) analysis method. associative quantitative survey approach. The target population comprised consumers residing in Sidoarjo who had purchased and used Specs futsal shoes. Following the sampling guideline of 5–10 times the number of indicators (Hair et al., 2019) across 11 indicators ( $11 \times 10$ ), a sample of 110 respondents was established via purposive sampling. Eligibility required respondents to be at least 17 years old, domiciled in Sidoarjo, and possessing prior usage experience with Specs futsal shoes. Primary data were gathered through an online questionnaire using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

**RESULTS AND DISCUSSION****Respondent Characteristics**

**Tabel 1.**  
**Respondent Characteristics**

| No    | Gender | Number of People | Percentage (%) |
|-------|--------|------------------|----------------|
| 1     | Male   | 106              | 96,4           |
| 2     | Female | 4                | 3,6            |
| Total |        | 110              | 100            |

| No.   | Birth   | Number of People | Percentage (%) |
|-------|---------|------------------|----------------|
| 1     | 17 – 21 | 35               | 31,8           |
| 2     | 22 – 26 | 39               | 31             |
| 3     | 27– 31  | 20               | 18,2           |
| 4     | 32 -36  | 15               | 13,6           |
| 5     | > 36    | 6                | 5,4            |
| Total |         | 110              | 100            |

*Source: Data Processing Results, SmartPLS Output*

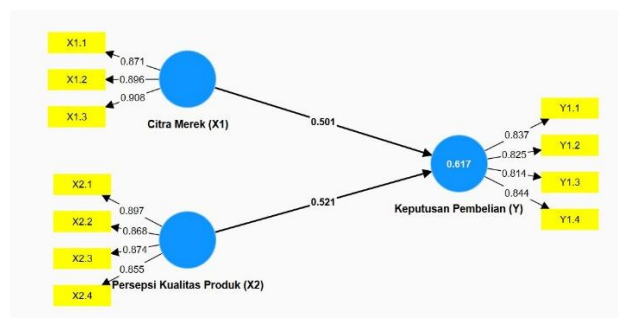
based on Table 1, it can be identified that the majority of respondents in this study are students/college students, totaling 59 respondents with a percentage of 53.6%. The second largest group consists of private-sector

employees with 29 respondents (26.4%), followed by civil servants/police/military personnel with 11 respondents (10%), entrepreneurs with 9 respondents (8.2%), and other occupations totaling 2 respondents (1.8%).

These results indicate that consumers of Specs futsal shoes in Sidoarjo are dominated by students and college students. This condition aligns with the age characteristics of the respondents, the majority of whom fall within the 17–26 age bracket and are generally still pursuing their education. This group tends to actively participate in sports activities, particularly futsal, and consequently pays greater attention to brand image, product quality, and price alignment when making purchasing decisions for Specs futsal shoes (Wijanarko et al., 2023).

### Structural Model Results

**Table 1.**  
**Outer Model**



*Source: Data Processing Results, SmartPLS Output*

Based on the figure above, each variable is measured by several indicators. The Brand Image variable ( $X_1$ ) is measured using three indicators:  $X_{1.1}$ ,  $X_{1.2}$ , and  $X_{1.3}$ . The Perceived Product Quality variable ( $X_2$ ) is measured using four indicators:  $X_{2.1}$ ,  $X_{2.2}$ ,  $X_{2.3}$ , and  $X_{2.4}$ . Meanwhile, the Purchase Decision variable ( $Y$ ) is measured using four indicators:  $Y_{1.1}$ ,  $Y_{1.2}$ ,  $Y_{1.3}$ , and  $Y_{1.4}$ .



**Table 2.**  
**Outer Loading**

|      | <b>Brand Image<br/>(X1)</b> | <b>Perceived Product<br/>Quality (X2)</b> | <b>Purchase Decision<br/>(Y)</b> |
|------|-----------------------------|-------------------------------------------|----------------------------------|
| X1.1 | 0,871                       |                                           |                                  |
| X1.2 | 0,896                       |                                           |                                  |
| X1.3 | 0,908                       |                                           |                                  |
| X2.1 |                             | 0,897                                     |                                  |
| X2.2 |                             | 0,868                                     |                                  |
| X2.3 |                             | 0,874                                     |                                  |
| X2.4 |                             | 0,855                                     |                                  |
| Y1.1 |                             |                                           | 0,837                            |
| Y1.2 |                             |                                           | 0,825                            |
| Y1.3 |                             |                                           | 0,814                            |
| Y1.4 |                             |                                           | 0,844                            |

*Source: Data Processing Results, SmartPLS Output*

Based on the results in Table , it is evident that all indicators across each variable meet the validity criteria, as their outer loading values exceed 0.70. From these findings, it can be concluded that all indicators for Brand Image ( $X_1$ ), Perceived Product Quality ( $X_2$ ), and Purchase Decisions ( $Y$ ) are declared valid since they fulfill the convergent validity criteria. Consequently, all indicators are suitable for further analysis

**Table 3.**  
**Composite Reliability**

|                       | <b>Cronbach's Alpha</b> | <b>Composite Reliability</b> |
|-----------------------|-------------------------|------------------------------|
| Brand Image (X1)      | 0,872                   | 0,921                        |
| Purchase Decision (Y) | 0,849                   | 0,898                        |

*Source: Data Processing Results, SmartPLS Output*

Based on the reliability test results using Cronbach's Alpha and Composite Reliability, all variables in this study met the reliability criteria, as their Cronbach's Alpha and Composite Reliability values exceeded 0.70. The Brand Image variable ( $X_1$ ) obtained a Cronbach's Alpha of 0.872 and a Composite Reliability of 0.921. The Perceived Product Quality variable ( $X_2$ ) achieved a



Cronbach's Alpha of 0.897 and a Composite Reliability of 0.928. Meanwhile, the Purchase Decision variable ( $Y$ ) recorded a Cronbach's Alpha of 0.849 and a Composite Reliability of 0.898. Based on these results, it can be concluded that all research variables are declared reliable due to their strong internal consistency. Consequently, the research instrument produces consistent measurements and is suitable for further analysis.

**Table 4.**  
**R Square**

|                           | R-square |
|---------------------------|----------|
| Purchase Decision ( $Y$ ) | 0,617    |

*Source: Data Processing Results, SmartPLS Output*

Based on the  $R$ -square test results, the  $R$ -square value for the Purchase Decision variable ( $Y$ ) was obtained at 0.617. This result indicates that 61.7% of the variance in Purchase Decisions can be explained by the Brand Image ( $X_1$ ) and Perceived Product Quality ( $X_2$ ) variables. Meanwhile, the remaining 38.3% is explained by other factors outside the research model that were not examined.

**Tabel 5.**  
**Path Coefficients**

|                                                                  | Original Sample (O) | T statistics | P values |
|------------------------------------------------------------------|---------------------|--------------|----------|
| Brand Image ( $X_1$ ) -> Purchase Decision ( $Y$ )               | 0,501               | 8,853        | 0,000    |
| Perceived Product Quality ( $X_2$ ) -> Purchase Decision ( $Y$ ) | 0,521               | 9,502        | 0,000    |

Path coefficients are used to demonstrate the direction and strength of relationships between variables within the structural model. A positive coefficient indicates a direct relationship, whereas a negative value indicates an inverse relationship. The hypothesis testing criterion dictates that if the  $t$ -statistic value is greater than 1.96 ( $t > 1.96$ ) and the  $p$ -value is less than 0.05 ( $p < 0.05$ ), the hypothesis is declared accepted (Hair et al., 2021)

Based on the results of the path coefficient test using the bootstrapping technique, it is revealed that Brand Image ( $X_1$ ) has a positive and significant effect on Purchase Decisions ( $Y$ ), with a path coefficient (original sample) of 0.501, a  $t$ -statistic of 8.853, and a  $p$ -value of 0.000, indicating that  $H_1$  is accepted. Furthermore, Perceived Product Quality ( $X_2$ ) also demonstrates a positive and significant effect on Purchase Decisions ( $Y$ ), yielding a path coefficient (original sample) of 0.521, a  $t$ -statistic of 9.502, and a  $p$ -value of 0.000, which confirms that



$H_2$  is accepted. From these test results, it can be concluded that both Brand Image and Perceived Product Quality exert a positive and statistically significant influence on Purchase Decisions, meaning that both research hypotheses are empirically supported and accepted

## CONCLUSION

The empirical findings demonstrate that Brand Image has a positive and significant effect on the purchase decisions of Specs futsal shoes in Sidoarjo. A positive brand image serves as an essential consideration for consumers, as purchasing behavior is driven not only by physical product attributes but also by cognitive impressions and brand associations. The outer loading results indicate that brand association favorability is the most dominant indicator in constructing Brand Image, proving that positive perceptions regarding Specs' overall quality and reputation instill consumer confidence when evaluating and selecting futsal footwear (Aisnandi & Amron, 2024).

Furthermore, Perceived Product Quality also exerts a positive and statistically significant influence on purchase decisions, functioning as an even stronger determinant for consumers in Sidoarjo. The measurement model reveals that product durability is the most influential indicator in shaping quality perceptions, underscoring that the longevity, strength, and resilience of Specs shoes during active play are vital criteria evaluated by consumers. These findings are consistent with the research of Barkhoya and Vania (2024), which emphasizes that superior functional performance directly fosters consumer purchase certainty.

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