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The Influence of Promotion, Price, and Product Quality on the Purchase Decision of Adidas Shoes?

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ABSTRACT

This study aims to test the Effect of Promotion, Price and Product Quality on Buying Interest in Adida X Parley Products, The population in this study is buyers of Adidas products in the Bintaro - South Tangerang area, Because it is not clear how much exactly the population is, the sample is determined by indicators multiplied by 5-10 then $30 \times 5 = 150$. So that the number of samples taken in this study was 150 respondents buyers of adidas shoe products in the Tangerang area, then this data analysis technique uses Partial Least Square (PLS) through a software application called SmartPLS version 4.0.9.6 and the results are a positive and significant influence between brand image on purchasing decisions, there is a positive and significant influence between price on purchasing decisions and there is a positive and significant influence between product quality against purchasing decisions.

Keywords: Promotion; Price; Product Quality; Purchase Decision; Adidas X Parley.

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INTRODUCTION

The phenomenon of marine pollution remains unresolved to this day. Marine debris originates from land, water bodies, and coastal areas that flow into the sea, or from activities conducted in the sea. Plastic waste contains polymer compounds and has become the largest component of marine debris. Marine debris is present in all marine habitats, from densely populated coastal areas to remote, untouched locations, from shorelines and shallow waters to deep-sea trenches.

The density of marine debris varies from one location to another, influenced by human activities, water conditions or weather, earth surface structures, entry points, and the physical characteristics of waste materials. Indonesia is one of the largest contributors of plastic waste to the ocean. According to data from the National Statistics Agency, Indonesia's plastic waste reaching the ocean amounts to 56,333 metric tons annually. If not properly managed, plastic waste polluting the ocean can cause severe damage to marine ecosystems. A common case is marine animals mistakenly consuming plastic waste present in the ocean.

Many types of Adidas shoes are favored by consumers; however, many consumers are still unaware of the quality and value of Adidas X Parley shoes. The table below shows the purchase data for Adidas X Parley shoes over the past five months in South Tangerang City

Table 1. Adidas X Parley Shoe Purchase Report in South Tangerang City

 PURCHASE REPORT OF ADIDAS X PARLEY SHOES IN SOUTHTANGERANG CITY 2023	
<i>Purchase Order</i>	
BULAN	JUMLAH
<i>Moon</i>	<i>quantity</i>
Januari	<i>48 Pair</i>
Februari	<i>37 Pair</i>
Maret	<i>35 Pair</i>
April	<i>40 Pair</i>
Mei	<i>20 Pair</i>

Sumber: PT. Adidas Indonesia

Adidas collaborates with young people to collect marine waste, which is then used to create Parley shoes. This initiative is carried out in collaboration with Parley for the Oceans to develop the product. The collected materials include fishing nets and other discarded materials found by the Sea Shepherd organization. Adidas Parley products were also presented at the UN forum, where discussions focused on ocean conservation efforts led by Parley.

Adidas X Parley attracts many environmentally conscious individuals. According to Samadji (2020), consumers make purchase decisions not only based on the product's functional value but also its social value. Purchase decisions reflect individual consumer behavior, allowing them to choose products based on their needs and desires. Geonadhi (2018) states that the market, as the party offering various products, analyzes factors that influence consumer purchases. Understanding consumer perceptions helps marketers design strategies that align with consumer preferences.

LITERATURE REVIEW

Marketing Management

According to Kotler & Keller (2019), marketing management is the art and science of choosing target markets and getting, keeping, and growing customers by delivering and communicating superior customer value. Marketing management involves selecting target markets and acquiring, retaining, and expanding customers by creating, delivering, and communicating superior customer value.

Green Business

Green Business is defined as the consistency of all activities in designing services and facilities to satisfy human needs and desires without causing harm to the natural environment (Kotler & Armstrong, 2018).

Green Business Mix

Green Business Mix marketing is a new strategy in which companies implement the four elements of the marketing mix. According to Rivera (2018), companies adopting and implementing green marketing strategies must integrate ecological issues into their marketing mix. McCarthy, as cited in Kotler & Keller (2019), classifies the marketing mix into 4Ps: product, price, place, and promotion. The key difference between the green marketing mix and conventional marketing lies in the environmental approach.

Purchase Decision

According to Kotler & Armstrong (2018), the purchase decision process involves several steps before reaching the final purchase. These steps include need identification, searching for alternatives, evaluating alternatives, making a purchase decision, and post-purchase behavior.

Promotion

Promotion is a form of communication between sellers and buyers, providing precise information aimed at changing the attitude and behavior of buyers. It transforms potential buyers from being unaware of a product to recognizing, purchasing, and remembering the product (Kotler & Armstrong, 2018).

Price

According to Tjiptono (2019), "Price is a monetary unit or other measurement (including goods and services) exchanged to obtain ownership or the right to use a product or service. This definition aligns with the concept of exchange in marketing."

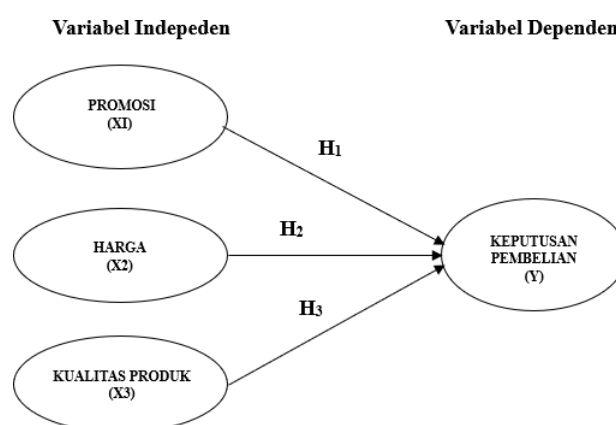
Product Quality

According to Kotler and Armstrong (2018), product quality refers to a product's ability to perform its functions. This includes overall durability, reliability, precision, ease of operation, repairability, and other product attributes.

Conceptual Framework

A conceptual framework is a model that explains how theories relate to various aspects that are considered critical issues. Based on the problem formulation and literature review previously outlined regarding the influence of Promotion, Price, and Product Quality on Purchase Decisions of Adidas X Parley (A Case Study on Adidas Consumers), the theoretical framework proposed in this research is illustrated as follows:

Figure 1. Framework



Framework Description

1. Influence of Promotion Variable (X1) on Purchase Decision (Y)
2. Influence of Price Variable (X2) on Purchase Decision (Y)
3. Influence of Product Quality Variable (X3) on Purchase Decision (Y)

METHODS

Research Time and Location

This research process begins with identifying existing problems, collecting relevant data, processing data, writing the research report, and presenting the overall results. The research started in July 2024 and continued until completion. This research was conducted in all Adidas stores located in Bintaro, South Tangerang.

Research Design

In conducting this research, the researcher used a causal research method. According to Sugiyono (2018), causal research aims primarily to prove cause-and-effect relationships or interactions between variables being studied. Sugiyono (2018) defines an independent variable as a variable that influences or causes changes in the dependent variable, whereas the dependent variable is the variable that is affected or results from the presence of the independent variable. Therefore, this study employs a survey method by collecting data through questionnaires to obtain responses from participants who will serve as the research sample (Kalangi et al., 2020).

Measurement Scale

The measurement of each variable in this study uses the Likert Scale. The Likert Scale is used to measure an individual's or a group's attitudes, opinions, and perceptions regarding social phenomena. Likert employs an interval scale with fixed characteristics. An interval scale can take the form of preferences for a specific condition. These indicators serve as a reference for structuring instrument items, which may consist of statements and questions (Sugiyono, 2017). The Likert Scale consists of five levels.

Population and Sample

According to Sugiyono (2017:81), a sample is a subset of the total population that shares specific characteristics. A large population makes it impractical for researchers to study all its members due to constraints such as funding, time, and effort. Therefore, researchers extract a sample from the population. The sampling technique used in this study is Non-Probability Sampling, as the probability of selecting subjects is unknown.

The sampling method used in this study is Purposive Sampling. According to Sugiyono (2017:85), Purposive Sampling is a technique in which samples are selected based on specific considerations or characteristics. The implementation of Purposive Sampling in this study involves first identifying all population characteristics by studying various factors related to the population. Based on these considerations, the researcher then determines a portion of the population to be used as the research sample.

Statistical Data Analysis Method

In this study, data analysis is a crucial phase conducted once all necessary data has been completely collected. The data analysis technique used is Partial Least Square (PLS) through the SmartPLS version 3 software.

Partial Least Square (PLS) is an alternative method of Structural Equation Modeling (SEM) used in research to address data-related issues. The PLS-SEM technique allows for estimating complex models with multiple constructs, indicator variables, and structural paths without imposing distributional assumptions on the data (Purwanto & Sudargini, 2021)

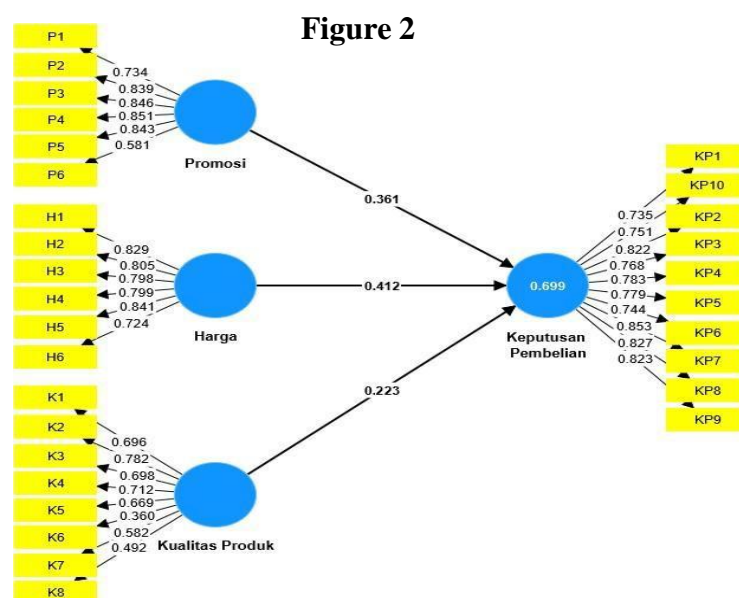
RESULTS AND DISCUSSION

Data Processing Test Results

1. Outer Model

a. Convergent Validity

The loading factor value on latent variables with their indicators, known as Outer Loadings, represents the value of each indicator in relation to its latent variable. The value is considered acceptable if the indicator score is greater than 0.60 (Sugiyono, 2018). Additionally, the Average Variance Extracted (AVE) evaluation stage is expected to be valid if the indicator value is greater than 0.50 (Hamid & Anwar, 2019).



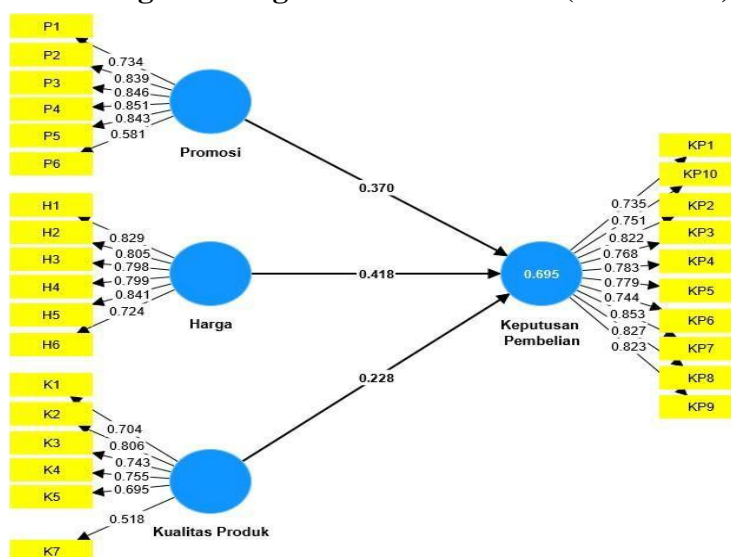
Based on Figure 2 above, it can be observed that indicators K6 and K8 have a loading factor value of less than 0.50. Therefore, these indicators will be removed from the model. The following is the output result after removing the indicators and recalculating:

Table 2. Convergent Validity Test Results (modified)

Variable	Indicator	<i>Outer Loading</i>	Description
Price	H1	0,829	valid
	H2	0,805	valid
	H3	0,798	valid
	H4	0,799	valid
	H5	0,841	valid
	H6	0,724	valid
Quality Product	K1	0,704	valid
	K2	0,806	valid
	K3	0,743	valid
	K4	0,755	valid
	K5	0,695	valid
	K7	0,518	valid
	KP1	0,735	valid
	KP2	0,822	valid
	KP3	0,768	valid
	KP4	0,783	valid
Purchase Decision	KP5	0,779	valid
	KP6	0,744	valid
	KP7	0,853	valid
	KP8	0,827	valid
	KP9	0,823	valid
	KP10	0,751	valid
Promotion	P1	0,734	valid
	P2	0,839	valid
	P3	0,846	valid
	P4	0,851	valid
	P5	0,843	valid
	P6	0,581	valid

Source: Output PLS (2024)

Figure 3. Algoritma PLS Results (Modifikasi)



Source: Output PLS (2024)

The results of the modified convergent validity test in Figure 3 and Table 2 show that all indicators meet the convergent validity criteria, as they have loading factor values above 0.50

b. Discriminant Validity

The discriminant validity test for reflective indicators can be assessed using cross-loadings between the indicators and their constructs. An indicator is considered valid if it has the highest loading factor with its intended construct compared to its loading factor with other constructs.

Table 3. Discriminant Validity Test Results (Cross Loadings)

	Price	Purchase Decision	Quality Product	Promotion
H1	0,829	0,683	0,658	0,735
H2	0,805	0,610	0,519	0,745
H3	0,798	0,572	0,596	0,701
H4	0,799	0,656	0,598	0,722
H5	0,841	0,684	0,547	0,726
H6	0,724	0,664	0,676	0,616
K1	0,633	0,604	0,704	0,621
K2	0,753	0,643	0,806	0,717
K3	0,602	0,696	0,743	0,630
K4	0,697	0,633	0,755	0,633
K5	0,685	0,614	0,695	0,500
K7	0,469	0,403	0,518	0,474
KP1	0,641	0,735	0,626	0,608
KP2	0,624	0,822	0,646	0,602
KP3	0,610	0,768	0,585	0,596
KP4	0,633	0,783	0,657	0,579
KP5	0,664	0,779	0,642	0,684
KP6	0,614	0,744	0,674	0,589
KP7	0,653	0,853	0,799	0,674
KP8	0,628	0,827	0,600	0,675
KP9	0,734	0,823	0,645	0,706
KP10	0,572	0,751	0,648	0,606
P1	0,692	0,618	0,617	0,734
P2	0,705	0,739	0,587	0,839
P3	0,739	0,639	0,539	0,846
P4	0,745	0,646	0,638	0,851
P5	0,732	0,619	0,529	0,843
P6	0,554	0,506	0,408	0,581

Source: Output PLS (2024)

Table 3 indicates that each indicator has a higher correlation with its respective construct compared to its correlation with other constructs. This confirms the discriminant validity of the model.

Another method to assess discriminant validity is by examining the square root of the Average Variance Extracted (AVE) for each construct and comparing it with the correlation between that construct and other constructs in the model. If the square root of AVE is greater than the correlation between constructs, it indicates that the model has good discriminant validity.

Table 4. Results of the AVE Test

Variabel	AVE
Price	0,640
Purchase Decision	0,623
Quality Product	0,503
Promotion	0,622

Source: Output PLS (2024)

Table 5. Discriminant Validity Test Results (Fornell-Larcker Criterion)

	Price	Purchase Decision	Quality Product	Promotion
Price	0,800			
Purchase Decision	0,710	0,789		
Quality Product	0,624	0,687	0,709	
Promotion	0,784	0,703	0,627	0,789

Source: Output PLS (2024)

From Tables 4 and 5, it can be concluded that the square root of the Average Variance Extracted ($\sqrt{\text{AVE}}$) for each construct is greater than the correlation between different constructs in the model. Based on the AVE values in the tables, it can be inferred that the constructs in the estimated model meet the criteria for discriminant validity.

c. Composite Reliability and Cronbach's Alpha

The composite reliability and Cronbach's alpha tests are conducted to assess the reliability of the instruments used in a research model. If all latent variables have composite reliability and Cronbach's alpha values ≥ 0.7 , it indicates that the constructs possess good reliability, meaning that the questionnaire used as a research instrument is valid and consistent.

Table 6. Composite Reliability & Cronbach's Alpha Test Results

Variable	Cronbach Alpha's	Composite Reliability	Description
Price	0,887	0,914	Reliabel
Purchase Decision	0,932	0,943	Reliabel
Quality Product	0,808	0,857	Reliabel
Promotion	0,874	0,907	Reliabel

Source: Output PLS (2024)

Based on Table 6, the results of the composite reliability and Cronbach's alpha tests show satisfactory values, as all latent variables have composite reliability and Cronbach's alpha values ≥ 0.70 . This indicates that all latent variables are considered reliable.

2. Inner Model

The inner model test is the development of a model based on concepts and theories to analyze the relationship between exogenous and endogenous variables, as outlined in the conceptual framework. The steps for testing the structural model (inner model) are as follows:

a. R-Square

Table 7. R² Variabel Endogen Variables

Variabel Endogen	R-square
Purchase Decision	0,695

Source: Output PLS (2024)

The structural model indicates that the model for the Purchase Decision variable is considered strong, as it has a value above 0.67. The influence model of the independent latent variables (Price, Product Quality, and Promotion) on Purchase Decision provides an R-square value of 0.695, which can be interpreted as 69.5% of the variability in the Purchase Decision construct being explained by the variability in Price, Product Quality, and Promotion, while the remaining 30.5% is explained by other variables not examined in this study.

b. Q-Square

A Q-square value greater than 0 indicates that the model has predictive relevance. The R-square value for each endogenous variable in this study can be calculated using the following formula for predictive relevance:

$$Q^2 = 1 - (1 - R^2)(1 - R_p)$$

$$Q^2 = 1 - (1 - 0.695)$$

$$Q^2 = 1 - (0.305)$$

$$Q^2 = 0.695$$

The calculation results show a predictive relevance value of 0.695, which is greater than 0. This means that 69.5% of the Purchase Decision (dependent variable) is explained by the independent variables used in this study. Thus, the model is considered to have relevant predictive value.

c. Hypothesis Testing Results

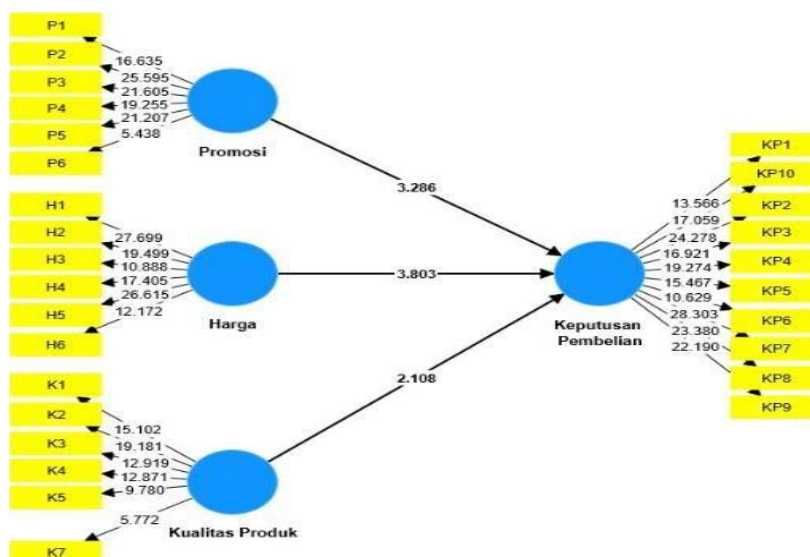
The estimated value for the path relationships in the structural model must be significant. The significance value of the hypothesis can be obtained through the bootstrapping procedure. Hypothesis significance is determined by examining the parameter coefficient and the T-statistic significance value in the bootstrapping algorithm report. To determine whether the result is significant or not, the T-table value at alpha 0.05 (5%) = 1.96 is used. The T-table value is then compared with the T-statistic (T-count) value to assess significance.

Table 8. Hypothesis Testing Results

		<i>Original Sample</i>	<i>Standard Deviation</i>	<i>T-Statistics</i>	<i>P Values</i>	<i>Keterangan</i>
Promotion Decision	Purchase	0,370	0,112	3,286	0,001	Positif - Signifikan
Price Decision	Purchase	0,418	0,110	3,803	0,000	Positif - Signifikan
Quality Product	Purchase Decision	0,228	0,108	2,108	0,022	Positif - Signifikan

Source: Output PLS (2024)

Figure 4 . Bootstrapping Results



Source: Output PLS (2024)

d. Discussion

1. The Influence of Promotion on Purchase Decision

Based on the hypothesis test in this study, the results show a T-statistic value of 3.286, an original sample value of 0.370, and a P-value of 0.001. Since the T-statistic value is greater than the T-table value (1.96), the original sample value is positive, and the P-value is less than 0.05, these results indicate that Promotion has a significant positive effect on Purchase Decision.

This is because Adidas X Parley implements promotional strategies, such as discounts and attractive marketing campaigns, making it easier for consumers to obtain product information. As a result, consumers are more inclined to purchase Adidas X Parley products through various convenient payment methods.

2. The Influence of Price on Purchase Decision

Based on the hypothesis test, the results show a T-statistic value of 23.803, an original sample value of 0.418, and a P-value of 0.000. Since the T-statistic value is greater than the T-table value (1.96), the original sample value is positive, and the P-value is less than 0.05, these results indicate that Price has a significant positive effect on Purchase Decision.

This is because a higher price for Adidas X Parley shoes may indicate better quality for some consumers, while a lower price might be perceived as an indication of lower quality. Therefore, purchase decisions are often influenced by consumers' perceived value relative to price.

3. The Influence of Product Quality on Purchase Decision

Based on the hypothesis test, the results show a T-statistic value of 2.108, an original sample value of 0.228, and a P-value of 0.022. Since the T-statistic value is greater than the T-table value (1.96), the original sample value is positive, and the P-value is less than 0.05, these results indicate that Product Quality has a significant positive effect on Purchase Decision.

This is because the quality of Adidas X Parley products has strong appeal in various aspects and is perceived to have distinctive characteristics. Consumers are interested in Adidas X Parley due to their awareness of product quality evaluation, which influences their purchase decisions

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