

The Effect Of Product Attribute on Purchase Decision of Bata Brand Shoes On Trade Mark Bata Indonesia

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Submission date: 24-Jan-2024 06:58PM (UTC+0300)

Submission ID: 2277488064

File name: 8_ICRD_27.pdf (635.97K)

Word count: 3803

Character count: 20189

The Effect Of Product Attribute on Purchase Decision of Bata Brand Shoes On Trade Mark Bata Indonesia

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DOI: <https://doi.org/10.32528/iss.v1i2.200>

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Published: Juli, 2022



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Abstract: Appearance of Fashion is an attractive and profitable business option. Nowadays, Appearance fashion is a need which reflect someone's character, since at the first sight impression is very important and it can be reflected through fashion. An individual who gives a good first impression will make themselves accepted, appreciated, and recognized by others. One fashion product which is essential to support the appearance fashion is shoes. This research is motivated to find out whether there is a connection between product attributes with purchasing decisions on a product, particularly in this research is shoes, the study was conducted by examining the product attributes of brand shoes, Bata Product attribute is a product elements that are considered important by consumers and used as the basis for purchasing a product. Number of aspects which affect consumer decision in purchasing are brand, dealer, quantity, timing, and method of payment. The method used in this research is quantitative method with a descriptive and causal. Data used in this study are primary and secondary data. Sampling was conducted using probability sampling with simple random sampling technique, with the number of respondents as many as 75 respondents obtained 34% Slovin formula. Data were analyzed using descriptive and simple linier analysis. Based on the results, the study show that the product attributes positively influenced consumer decision to do a purchase by 48.5% while the remaining 41.5% influenced by other factors which were not examined in this study.

Keywords: Customer Behaviour; Product Attributes; Purchasing Decision; Marketing Management

INTRODUCTION

In this modern era of globalization, the level of competition that can be faced can be said to be very high. This happens because many companies offer similar products, which are aimed at meeting certain needs for consumers in such conditions, the competition situation will be increasingly fierce. (3) Fashion is one of the most attractive and profitable business choices, because it is one of the basic human needs, namely the need for clothing. All humans need fashion that can reflect themselves, because in this modern era first impressions are very important. An individual who gives a good first impression will make himself accepted, appreciated, and get recognition from others. Bata is a shoes brand from Jakarta that was built in 1982, Bata emerged to enrich the choice of shoes and sandal models and allow consumers to make shoes according to the desired model at competitive prices and quality. Bata has a fairly rapid development where the increase in demand for shoes manufacture is growing every period (7). Marketing is identifying and meeting human and social needs. Marketing mix is a collection of controlled tactical marketing tools that the company combines to produce the response it wants in the target market consumers form preferences between products in a collection of choices. (3, 9, 10)

Consumers form an intention to buy the most preferred product or brand.(8) In making purchases, consumers can form five sub-decisions, namely

- Choice of product/color
- Dealer options

- Quantity
- Purchase time
- Payment modes

Product attributes are product elements that are considered important by consumers and are used as the basis for making purchasing decisions. From these product attributes, a product can be distinguished from other similar products, and each company will provide the best product for its consumers. (6)

The formulation of the research problem is as follows 1. What are the product attributes of brick?; 2. How do product attributes influence product purchase decisions from Bata.

While the research objectives are: 1. To introduce product attributes from Bata; 2. To find out what factors can influence consumer decisions to buy brick products.; 3. To analyze how the development and competition of the fashion business in Indonesia can influence consumer decisions to buy a product or goods.

Framework

The framework of this research can be seen in the image below:

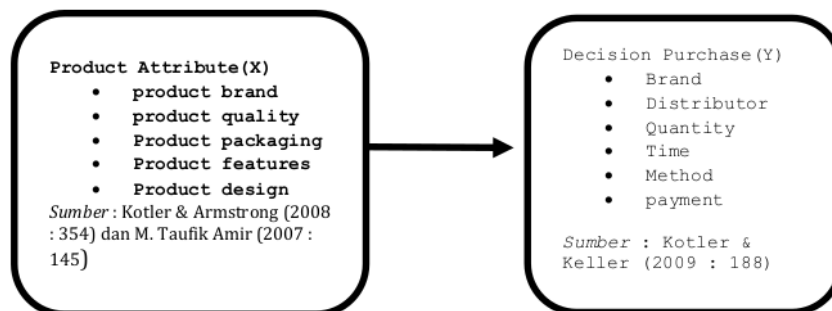


Figure 1. Reserach Framework

METHOD

This study uses quantitative methods, namely money research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing predetermined hypotheses

Types of research

The type of research used is the type of research that is descriptive and causal. According to Sugiyono (2011: 20) descriptive research is a study that aims to provide or describe a situation or phenomenon that is currently happening by using scientific procedures to answer actual problems. While quality research is research that explains the relationship. cause and effect between the variables under study.

The statistical hypothesis in this study is as follows:

- Ho : Product attributes have no effect on purchasing decisions for Bata shoes.
- Ha : Product attributes have effect on purchasing decision for Bata shoes

Population

According to Sugiyono (2011:81) is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions. This study selects the population of Bata consumers in 2020.

Sample

Sugiyono (2011: 81) states that the sample is part of the number of characteristics possessed by the population. The population that was sampled in the study were consumers who made purchases within the period of 2020. Because the population of those who used Bata shoes was known, the sampling technique in this study was probability sampling using simple random sampling. Because the population in this study is known in taking the number of samples the author uses slovin:

$$n = \frac{N}{1 + Ne^2}$$

Information

n = sample size

N = population size

e = percent leeway in inaccuracy due to sampling errors that can still be tolerated

This study uses a 90% reliability level because it uses a 10% inaccuracy leeway level. According to Sugiyono (2008: 138) rounding up is done because it is based on the sample size table and the error limit for the 10% research allowance level. If the calculation is done using the formula, then the minimum amount obtained is:

$$n = \frac{N}{1 + Ne^2} = \frac{295}{1 + 295 (0,1)^2} = \frac{295}{3,95} = 74,68 = 75 \text{ Responden}$$

All respondents are buyers of Bata products who are all domiciled in the city of Jember.East Java

2.5 Data analysis technique

1. Descriptive Analysis

Descriptive analysis is used to interpret the data and information that has been obtained from respondents by collecting, compiling and classifying these data so that it is known how the influence of product attributes on purchasing decisions on consumers who make purchases in 2021

2. Simple Regression Analysis

The regression equation in this study is to find out how much influence. The independent variable is product attributes (X) on purchasing decisions (Y). General equation simple linear regression is as follows:

$$Y = a + bX$$

The statistical hypothesis in this study is as follows:

Ho : : Product attributes have no effect on purchasing decisions for Bata brand shoes.

Ha : Product attributes influence the purchasing decision of Bata shoes.

3. T-Test (Partial Regression)

The t-test is a test to determine the significance of the effect of the independent variable on the dependent variable individually and considers the other dependent variables constant. The test criteria are as follows:

- If the significant probability is less than 5%, then the alternative hypothesis is accepted.
- If the significant probability is more than 5%, then the alternative hypothesis is rejected.

RESULTS AND DISCUSSION

Descriptive Analysis

The product attribute has 5 elements, from the 5 elements described above, the element that gets the highest score is product quality with a percentage of 70.1% in the "good" category. This shows that the quality of Bata brand shoes is in accordance with what is offered to consumers. Of the 5 elements of product attributes that have the lowest value is the product brand which gets a percentage of 65.4% and is included in the fairly good category. This shows that the brand from Bata is good enough to attract consumers' desire to buy and is quite easy to identify. Of all the statements on the Purchase Decision variable that get the highest score is the statement about "I bought Bata brand shoes because they have good quality" with a percentage of 67.8% included in the "good enough" category. This shows that consumers from Bata buy Bata brand shoes because they believe in the quality provided by Bata. The statement that got the lowest score even though it was included in the "good enough" category was the statement about "I bought Batatika brand shoes, my shoes started to break down" with a percentage of 57.8%. This shows that most Bata consumers buy Bata shoes when the other shoes are damaged.

Classic assumption test

a. Data Normality Test

The normality test in the regression model is used to test the normality of the distribution of residual values. Based on the data obtained through the questionnaire, a normality test can be performed to determine whether the data obtained are normally distributed or not.

Normality Test Results

In Figure, which is shown by the normal probability plot graph, it is explained that the data on the variables used are declared normally distributed. This can be seen by the presence of data points that spread around the diagonal line and the spread of data points in the same direction following the diagonal line. If the spread of the diagonal line follows the direction of the diagonal line, the regression model fulfills the assumption of normality.

b. Multicollinearity Test

Multicollinearity is a condition in which the regression model found a perfect or near perfect correlation between the independent variables. Several multicollinearity test methods, one of which is by looking at the Tolerance or Inflation Factor (VIF) value in the regression model.

Multicollinearity can be seen from the value of Variance Inflation Factor (VIF), tolerance value 0.1 or VIF value 10 then the regression equation model is free from multicollinearity interference (Ghozali, 2019: 85). The results of the multicollinearity test can be seen in table 4.6 as follows:

Table 1 Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.581	.288		2.020	.047		
Atribut Produk (X)	.714	.087	.697	8.241	.000	1,000	1,000

a. Dependent Variable: Purchase Decision(Y)

Source : The results of data processing using SPSS 25

In the table above, it can be seen that the Product Attribute variable has a tolerance value above 0.1 and a VIF value less than 10. This indicates that each variable in this model does not occur multicollinearity.

c. **Heteroscedasticity Test**

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals in one observation to another (Ghozali, 2019:196). One way to test the presence of heteroscedasticity is through the scatterplot method, by observing the dotted pattern. If the points on the scatterplot spread above and below the number 0 and do not form a certain pattern, it can be said that there is no heteroscedasticity.

The results of data processing to see whether there is heteroscedasticity are as follows:

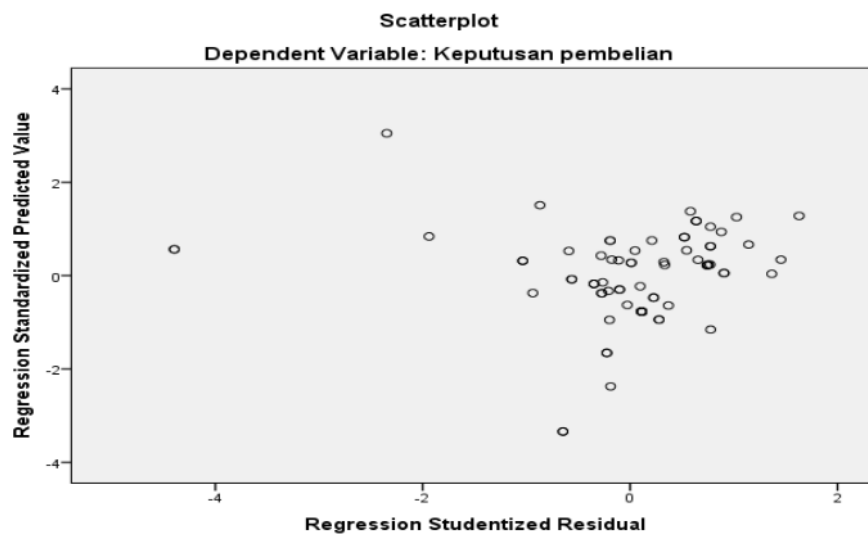


Figure 3 Heteroscedasticity Results

the dots do not form a clear pattern. The points spread above and below the number 0. So it can be concluded that there is no heteroscedasticity problem in the regression model.

Simple Linear Regression Analysis

In this study, simple regression analysis is intended to determine the effect of Product Attributes (X) variables on Purchase Decisions (Y). The goal is to predict or estimate the value of the Product Attribute variable in a causal relationship to the value of the Decision variable

Purchase. The general form of a simple linear regression equation is:

$$Y = a + bX$$

Information:

Y = The predictive value of the Corporate Image variable

a = Constants, namely the value of Y if

X = 0

b = Regression coefficient, namely the value of the increase or decrease in the Y variable based on the X variable

X = Product Attribute variable

By using the SPSS program application, the output of the simple linear regression calculation is as follows:

Table2. Simple Linear Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.581	.288		2.020	.047
Atribut Produk (X)	.714	.087	.697	8.241	.000

Coefficients^a

a. Dependent Variable: Purchase Decision (Y)

Based on the results of data processing in table 4.7, a simple regression equation model can be formulated as follows:

$$Y = 0.581 + 0.714X$$

The equation can be described as follows:

1. Constant (α) = 0.581. This shows a constant value, that is, if the Product Attribute variable = 0, then the Purchase Decision fixed at 0.581.
2. Coefficient (β) = 0.714. This shows that the Product Attribute variable (X) has a positive effect on the Purchase Decision (Y) of Bata shoes. If the product attribute variable is increased by one unit, the Purchase Decision will increase by 0.714.

t test (Partial Regression)

This test is intended to determine whether there is an influence between the independent variable (Product Attributes) on the dependent variable (Purchase Decision). In this study the statistical hypotheses to be tested are as follows:

Ho: Product attributes have no effect on purchasing decisions for Bata shoes

Ha: Product attributes affect the purchasing decision of Converse Bata shoes

The criteria for evaluating the hypothesis test are:

1. $t_{count} > t_{table}$ and the significance value is less than 0.05, then H0 is rejected and Ha is accepted. This shows that there is a significant effect of the Product Attribute (X) variable on the Purchase Decision (Y) variable.
2. $t_{count} < t_{table}$ and the significance value is more than 0.05, then H0 is accepted and Ha is rejected. This shows that there is no significant effect of the Product Attribute variable (X) on the Purchase Decision variable (Y).

Hypothesis testing

To determine the value of t_{table} , it is known by the formula:

- a) Degrees of freedom (df) = (n-k-1) and error rate (α) = 5%
- b) n = number of samples
- c) k = number of independent and dependent variables
- d) so $df = 75-2-1 = 72$ so we get the table = 1.669

Hypothesis testing

To determine the value of ttable, it is known by the formula:

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- c) k = number of independent and dependent variables
- d) so df = 75-2-1= 72 so we get the table
 = 1.669

The following table shows the results of the calculation of the t-test results using the program SPSS

25 Table 3 t test results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.581	.288		2.020	,047
Atribut Produk (X)	.714	.087	.697	8.241	,000

a. Dependent Variable: Keputusan Pembelian(Y)

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Based on the table above, it can be seen ²⁴t:

The product attribute variable (X) has a t-count value greater than the t-table value because the t-count value (8.241) > t-table (1.669) and a significance level of 000 < 0.05, then Ho is rejected and Ha is accepted. It can be concluded that there is an effect of the product attribute variable (X) on the purchasing decision (Y) of Bata shoes.

Coefficient of Determination (R²)

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The coefficient of determination (R²) is used to see how big the contribution of the independent variable (X) is: Product attributes to the dependent variable (Y), namely Purchase Decision. The results of the coefficient of determination can be seen in table 4.9 as follows:

Table 4 Coefficient of Determination Results Model Summary^b

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697 ^a	.485	.478	.498851

a. Predictors: (Constant), Product attribute
 . Dependent Variable: Buying decision

From the table above, it can be seen that the R value is 0.697, so the coefficient of determination can be calculated using the following formula:

$$\begin{aligned}
 \text{KD} &= \text{R}2 \times 100\% \\
 &= 0.48,5 \times 100\% \\
 &= 48.5\%
 \end{aligned}$$

Based on the results of the calculation of the formula above, the coefficient of determination is 48.5%. This shows that the magnitude of the effect of the Product Attribute (X) variable on the Purchase Decision (Y) variable is 48.5%. While the remaining 41.5% is influenced by other factors not examined in this study.

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CONCLUSION

Based on the results of research and discussion can be concluded several things as follows:

Bata shoe Product Attributes

Bata Shoes have fairly good product attributes and in accordance with what is needed and offered to consumers, Bata Shoes have a brand that is quite familiar to its consumers, comfortable to wear, is a durable product, has strong characteristics and attractive packaging. All of statements on the Product Attribute variable that gets the highest value is found in the product quality element with a percentage of 70.1% entering the "good" category. While the element of the product attribute that gets the lowest value is found in the product feature element with a percentage of 65.65% in the category of "good enough"

- *Bata shoe Purchase Decision*

variable Purchasing Decision according to respondents' responses The whole falls into the category of "pretty good".

The purchase as a whole scored a total score of 1417 or 63.8% and fell into the "pretty good" category. This shows that consumers, especially in the purchase period of 2020, many decided to buy Bata brand shoes products This is because Bata shoes have product attributes that are considered important and suitable for their needs. they. Of the five statements on the Purchase Decision variable that get the highest value is the statement about "I bought Bata shoes because they have good quality" with a percentage of 67.8% falling into the "pretty good" category. The statement that gets the lowest score even though it falls into the category of "good" is the statement about "I buy Bata brand shoes when my shoes are damaged." with a percentage of 57.8%.

- *The influence of product attributes on decisions*

The magnitude of the effect of the Product Attribute variable on the Decision variable The overall purchase can be seen from the calculation of the coefficient of determination (R²) which is 48.5%. The remaining 41.5% was influenced by other factors not studied in the study. Based on the conclusions outlined above, the author can provide some suggestions that may be useful for the company, namely:

- The company to develop the product attributes of Bata shoes

Stated well enough according to the respondents' responses, and in order to further maximize the potential of the

product attributes that have been offered so that consumers increasingly believe in bata products. Judging from the responses of respondents who have recognized the quality of Bata shoes, so that other elements of product attributes are further improved to support the increasingly diverse market demand and consumers are getting smarter in terms of choosing the need for fashion. The company to be more innovative in terms of what it wants to highlight and become the hallmark of Bata in order sales and Expanding in to a wider market. The company is advised to review and conduct research on other factors outside the attributes of products that have a considerable influence.

As for the advice for further research: Conduct research on human resources internally the company such as social responsibility towards employees and employee welfare. Conducting research on the field of CSR to support and show the economy of residents around the Bata shoe making place Asso-

ciate Product Attribute variables with variables other than purchasing decision variables such as purchasing process variables, consumer satisfaction and so on

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