The Effect of Brand Image, Product Quality, and Price Perception on Erspo Jersey Purchasing Decisions

Stefanus Dhani Effendi[1]*, Ema Nurzainul Hakimah[2]

[1,2] University of Nusantara PGRI Kediri, Jl. KH. Ahmad Dahlan No. 76, Mojoroto, Kediri City, East Java, 64112, Indonesia

stefanusdhani.e@gmail.com[1]*, emahakimah@unpkediri.ac.id[2]

*corresponding author

Article Information

Abstract

Research aim : *The purpose of this study is to partially and concurrently assessing how perceptions of pricing, product quality, and brand image affect decisions to buy Erspo jersey.*

Design/Method/Approach : *This study employs a causality technique in a quantitative manner. 40 respondents' responses to a standardized questionnaire using a Likert scale were gathered. Validity, reliability, multiple linear regression analysis, classical assumptions, and the t and F experiments using SPSS version 23 are examples of data analysis approaches.*

Research Finding : *The findings demonstrated that while brand image has no discernible outcome on purchase decisions, perceptions of product quality and price had a major outcome. With a combined contribution of 71.4% (R^2), the three independent factors significantly impact purchase choices.*

Theoretical contribution/Originality : *This study supports the idea that the primary determinants of purchase decisions are perceived product quality and price. The study's uniqueness is in its concurrent examination of pricing perception, product quality, and brand image in relation to regional brands in Indonesia's developing sportswear market.*

Practitionel/Policy implication : *This research provides guidance for local brands like Erspo to focus on improving product quality and competitive pricing strategies. This policy can increase the competitiveness of local brands in a market dominated by international products. In addition, the research results can be used as a reference for the government and business actors to support the development of local brands.*

Research limitation : *This study is limited to a small sample size and narrow geographical coverage. Future research agendas suggest expanding the sample coverage and adding other variables, such as the influence of social media or celebrity endorsement, to understand more complex factors in purchasing decisions.*

Keywords : *Brand Image, Product Quality, Price Perception, Purchase Decision, Erspo Jersey*

1. Introduction

In recent years, Indonesia's sports sector has grown significantly. This is driven by increasing public interest in healthy and active lifestyles, as well as government support to promote national sports through various sports programs and events. Along with the increasing enthusiasm for sports, the demand for sports products, including apparel and sports equipment, is also increasing. Sports events such as PON, SEA Games, and Indonesia's participation in international events contribute to strengthening the sports sector in the country, both in the form of infrastructure development, athlete training, and increased buying interest in local and international sports products.

In the sports apparel industry in Indonesia, Erspo emerged as one of the local brands trusted to become the official apparel of the Indonesian national team. In early 2024, Erspo signed a partnership with PSSI to provide the apparel needs of the national team, which includes jerseys, training equipment, and others. With this support, Erspo is expected to boost local brands to a higher level and strengthen the positive impression of quality domestic products. In addition, Erspo's involvement in the sports industry provides an opportunity for local brands to compete with international apparel in meeting the needs of quality products for supporters of the Indonesia national team.

The growth of Erspo's brand image in the domestic market is impacted by its status as a new clothing brand that was introduced earlier this year. The trust given by PSSI to Erspo shows that local products can compete in terms of quality and price, which is important for consumers in Indonesia. This decision also has an impact on the public perception of the quality of local products, especially in sports apparel. According to a study by Nielsen Indonesia, consumer preference for quality and competitively priced local products has increased, especially in product categories that are synonymous with national identity, such as national team apparel. With Erspo as the official apparel, it is hoped that it can encourage Indonesian people's buying interest in local apparel products.

A product's brand image has a significant impact on how consumers view and feel about it. Kotler & Armstrong define brand image as a collection of customer attitudes and perceptions that establish particular connections with a brand [1]. Consumer trust, emotional value, and purchase choices may all be greatly influenced by a strong brand image [2]. For example, in the highly competitive sports apparel industry, a strong brand image is necessary for products to compete and attract buyers. Erspo jerseys as the official apparel product of the Indonesian national team require a strong brand image to gain high consumer trust and loyalty, considering that this industry is filled with many well-known brands that offer a variety of quality and prices. By having a good brand image, Erspo can build consumer loyalty and trust in its products, this therefore influences purchase decisions in a favorable way [3].

Product quality is a crucial component in fostering consumer happiness and loyalty, in addition to brand image. in step with recent research, clients' reviews about the satisfactory of the products they buy have an immediate impact on their selections to shop for in addition to their stage of brand trust. consistent with (2022), high product quality, including aspects such

as comfortable materials, attractive design, and durability, contributes to greater customer satisfaction. Customers that are happy with a product are more likely to promote it to others and make more purchases, thus creating positive effects for the company in the long run [4]. This finding is in line with research by Wulandari et al. (2022), which confirms that product quality has a significant influence on customer loyalty, with satisfaction as an intervening variable [5]. Thus, focusing on improving product quality can be an effective strategy to increase customer loyalty. In addition, high product quality also strengthens the product's position in the market, because quality products have higher competitiveness and are the first choice for consumers compared to products with low quality [6]. This shows that product quality not only impacts purchasing decisions but also builds company reputation.

Price perception is another element that influences decisions to buy, particularly for fashion product categories like jerseys. Price is an important indicator in determining product quality in the eyes of consumers. Customers frequently believe that greater costs correspond to higher quality, particularly when they are unable to evaluate products firsthand. This gives the impression that while making purchases, striking a balance between price and quality is crucial [7]. Therefore, in setting prices, companies need to consider not only the ability of consumers but also the expected product quality. Consumers of fashion products are often price sensitive, so the balance between competitive prices and high quality is crucial in attracting consumer buying interest.

As a brand that has just entered the market and has not been operating for a year, Erspo faces great challenges in building an effective marketing strategy in Indonesia's competitive sports apparel industry. It is anticipated that this study will offer comprehensive insights into how customer purchase decisions are influenced by brand recognition, product quality, and pricing perception, assisting Erspo in developing the best course of action to improve its market position. Example, to draw in customers who are looking for the greatest deal, Erspo Jersey should charge a price that is commensurate with the quality of the product. By setting the right price, the company can increase its competitiveness in the market, attract consumers, and ultimately increase sales.

1.1. Statement of Problem

Football is a popular sport in Indonesia with a large fan base. The Indonesian National Team is a symbol of pride, and related products, such as jerseys, serve as symbols of fan identity and loyalty. Price perception, product quality, and brand image all affect fans' purchase decisions. A consumer's perception of a brand affects their choice to buy. Customer loyalty is influenced by both a great brand image and high-quality products, including those with superior materials and designs. When making purchases, price perception is particularly crucial because greater costs are frequently linked to higher quality. The issue formulation in this paper is as follows, taking into account the background mentioned above:

1. Does brand recognition affect consumers' decisions to buy?
2. Does the quality of the product influence decisions to buy?
3. Does the perception of price influence what people decide to buy?

4. Do perceptions of pricing, product quality, and brand image all affect decisions to buy at the same time?

1.2. Research Objectives

The following are the study's goals, which are rooted in the issue formulation above:

1. Being aware of how brand perception influences decisions to buy.
2. Being aware of how product quality influences decisions to buy.
3. Being aware of how pricing perception influences decisions to buy.
4. Being aware of how pricing perception, product quality, and brand recognition all influence decisions to buy.

2. Method

This study employs the causality research method in a quantitative manner. Understanding the cause-and-effect relationship between two or more variables is the aim of this method. Finding independent factors (causes) and dependent variables (effects), gathering data, and doing statistical analysis to determine whether there is a significant link between these variables are all steps in the research process.

The population used in this paper were 40 respondents. In Roscoe's theory in the book Research Methods For Business, the sample members applied are by means of the following formula:research that uses a specific paradigm and / or methodology needs to explain in detail the relevance of the paradigm to the research issue.

$$R = n \times {<}10$$

Description:

n : Variable

<10 : Multiplied by at least 10

With the information above, the calculation can be obtained as follows:

$$R : 4 \times 10 = 40$$

The outcomes of the sample calculation obtained outcomes, namely 40 respondents. So that the number of respondents used is 40 who will be observed and tested. With a Likert scale as a measuring tool, this study employed a structured questionnaire to streamline the data collecting process and guarantee more precise, comprehensive, and organized outcomes. Using SPSS version 25, the validity and reliability of the data were assed. Classical assumption experiments including the normality, multicollinearity, and heteroscedasticity experiments, multiple linear regression analysis, coefficient of determination R^2, and hypothesis testing using the t and F experiments are among the data analysis methods used.

3. Results and Discussion

Validity Test

A valid instrument is a measuring instrument that is able to precisely measure what should be measured, such as the correct use of a ruler to determine the length of an object. Invalid instruments tend to produce erroneous data. Correlating the value of each question item with the overall score of the variable being studied allowed for the determination of validity in this paper [8].

The Spearman experiment is used to analyze the association between each item's score and the overall variable score at a 5% significance level using two sides. If the resultant correlation value (r count) is higher over the value in the correlation table (r table) at a significance level of 0.05, the question is deemed acceptable. On the other hand, the query is deemed invalid if r count is less than r table.

Table 1. Validity Test Results

Variables Research	Question Items	R Counts	R Table	Description
X1 Brand Image	1	0,750	0,320	Valid
	2	0,777	0,320	Valid
	3	0,782	0,320	Valid
	4	0,806	0,320	Valid
	5	0,820	0,320	Valid
	6	0,762	0,320	Valid
X2 Product Quality	1	0,755	0,320	Valid
	2	0,744	0,320	Valid
	3	0,747	0,320	Valid
	4	0,821	0,320	Valid
	5	0,838	0,320	Valid
	6	0,831	0,320	Valid
	7	0,768	0,320	Valid
	8	0,847	0,320	Valid
X3 Price Perception	1	0,754	0,320	Valid
	2	0,853	0,320	Valid
	3	0,875	0,320	Valid
	4	0,791	0,320	Valid
	5	0,841	0,320	Valid
	6	0,800	0,320	Valid
	7	0,808	0,320	Valid
Y1 Purchase Decision	1	0,657	0,320	Valid
	2	0,850	0,320	Valid
	3	0,864	0,320	Valid
	4	0,710	0,320	Valid
	5	0,910	0,320	Valid
	6	0,877	0,320	Valid
	7	0,822	0,320	Valid
	8	0,777	0,320	Valid

Source: Processed SPSS 25 data, 2024

All of the assessed question items are legitimate, according to the validity experiment findings shown in the above table. At the 0.05 significance level, this is demonstrated by the computed correlation value (r count), which is higher over the table correlation value (r table). So it can be concluded, each question item has sufficient ability to accurately measure the variable under study. This validity shows that the instrument used has met the requirements as a reliable measuring instrument for research.

Reliability Test

A statistical analysis technique called a reliability experiment is used to evaluate how consistently a measurement tool can be relied upon to measure a certain construct or variable. If a variable's Cronbach's Alpha value is higher than 0.6, it is considered dependable [9].

Table 2. Reliability Test Results

| Variable	N Item	Standart	Cronbach Alpha	Result
Brand Image	6	0,6	0,874	Reliable
Kualitas Produk	8	0,6	0,916	Reliable
Persepsi Harga	7	0,6	0,928	Reliable
Keputusan Pembelian	8	0,6	0,924	Reliable

Source: Processed SPSS 25 data, 2024

The research instrument is deemed reliable rooted in the reliability experiment findings shown in the table. According to the specified criteria, this is demonstrated by the Cronbach's Alpha value exceeding the minimal limit of 0.6.

Normality Test

The purpose of the normality experiment is to determine if the distribution of the independent variable, dependent variable, or both in the regression model is nearly normal. Statistical analyses that rely on the assumption of normalcy may yield less accurate or even erroneous conclusions if the data distribution is aberrant. Testing the normality experiment using the nonparametric KolmogrovSmirnov experiment with a significance> 0.05 means normal distribution, but if <0.05, the data's non-normal distribution can be identified [9].

By looking at the data distribution on the residual frequency graph or diagonal line, the normality experiment is performed. The assumption of normality is satisfied if the data is dispersed equally around the diagonal line and the histogram resembles a normal distribution. However, the normality assumption is not satisfied if the data deviates significantly from the line or if the histogram does not exhibit a normal pattern.

Table 3. Normality Test
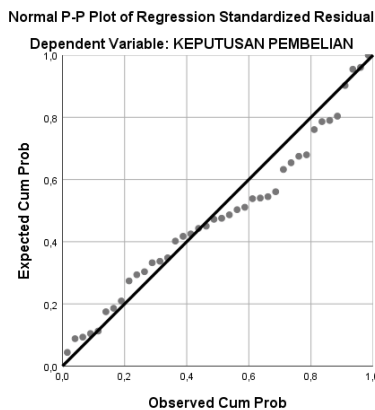
One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			40
Normal Parameters[a,b]		Mean	,0000000
		Std. Deviation	2,85801737
Most Extreme Differences		Absolute	,137
		Positive	,137
		Negative	-,066
Test Statistic			,137
Asymp. Sig. (2-tailed)			,057[c]

Source: Processed SPSS 25 data, 2024

According to the One-Sample Kolmogorov-Smirnov experiment findings for normality testing, the table displays a significance value (Asymp. Sig. 2-tailed) of 0.057, which is higher than 0.05. According to the specified criteria, this shows that the data has a normal distribution.

Furthermore, the histogram displays a distribution pattern that is almost normal, and the data distribution appears to be evenly dispersed around the diagonal line on the normality graph. Therefore, it may be said that this study satisfies the normalcy assumption.

Multicollinearity Test

The purpose of the multicollinearity experiment is to determine if the explanatory variable in a regression model are related. The independent variables in a decent regression model shouldn't significantly correlate with one another. The variables may not be orthogonal when there is a link between the explanatory variable. explanatory variable are considered orthogonal if they have no correlation with each other, which is indicated by a correlation value close to zero [9].

Table 4. Multicollinearity Test

|	T Value	Sig.	Tolerance	VIF
Constant	0,615	0,542		
X1	1,629	0,112	,521	1,921
X2	2,338	0,25	,417	2,399
X3	3,469	,001	,427	2,344

Source: Processed SPSS 25 data, 2024

All independent variables (X1, X2, and X3) have tolerance and VIF scores that satisfy the threshold requirements, which are tolerance > 0.10 and VIF < 10, according to the findings of the multicollinearity test. While a low VIF number suggests that there is no multicollinearity,

a higher tolerance score shows that each independent variable is not unduly impacted by the other explanatory variable.

Heteroscedasticity Test

When the error variance is not constant over the whole range of independent variable values, the heteroskedastsitas experiment is used to identify the presence of inequality of variance from residuals in the regression model [9].
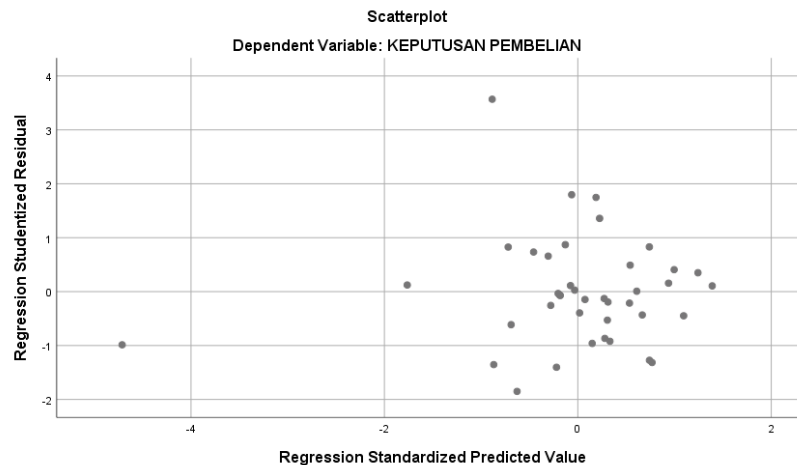
Source: Processed SPSS 25 data, 2024

There is no heteroscedasticity issue with the regression model under study, as evidenced by the preceding figure's randomly distributed residual pattern devoid of any discernible pattern. Thus, it may be said that there is no heteroscedasticity.

Multiple Linear Regression Analysis

While assessing the final results of many impartial variables on a established variable, more than one linear regression is employed. The intention of this look at is to discover the route and degree of effect of the impartial variables [9].

Table 5. Multiple Regression Analysis

Constant	Unstandardized B	Coefficients Std Eror	Std Coeficient Beta	T Value	Sig.
	2,007	3,264		0,615	0,542
X1	,275	,169	,193	1,629	,112
X2	,315	,135	,310	2, 338	,025
X3	,429	,124	,455	3,469	,001

Source: Processed SPSS 25 data, 2024

The multiple linear regression equation is derived from the preceding table's outcomes as follows: 2,007 is the constant a. This point to that the value of the Purchase Decision (Y) is 2,007 if all explanatory variable (brand recognition (X1), Product Quality (X2), and Price Perception (X3)) are taken to be zero. The X1 coefficient is 0.275, meaning that a one-unit rise

in brand recognition will result in a 0.275 increase in purchase choices assuming all other factors remain constant. With an X2 coefficient of 0.315, Product Quality will rise by 0.315 if all other factors remain constant and Product Quality rises by one unit. The X3 coefficient is 0.429, meaning that if Price Perception rises by one unit and all other factors remain constant, Price Perception will rise by 0.429.

R^2 Detremination Coefficient Test

A technique for determining the extent to which the explanatory variable in the regression model can account for the variance in the dependent variable is the Coefficient of Determination (R^2) experiment. A number of 0 means that the model is unable to explain any variation in the data, whereas a value of 1 means that the model is able to explain all of the variance in the data [9].

Table 6. Test Results of the Coefficient of Determination R^2

R	R Square	Adj R square	Std. Error of the Estimate
,858	,736	,714	2,975

Source: Processed SPSS 25 data, 2024

According to the above table, there is a good correlation between the independent and outcome variable, as indicated by the Adjusted R Square score of 0.714. According to the study's Adjusted R Square of 71.4%, the explanatory variable in this model are able to account for the majority of the variance in the dependent variable. In the meanwhile, additional factors not covered in this paper have an outcome on the remaining 28.6%.

T Test (Partially)

The degree to which each independent variable influences the dependent variable independently is assessed using the t experiment [9]. By calculating degrees of freedom (df) using the formula df = n-k, where n is the number of samples and k is the number of explanatory variable, the t table value may be found. With n = 40n and k = 3, the t distribution table yielded a t table value of 1.688 at the α = 0.05 significance level in this investigation.

Table 7. T Test

	T Value	Sig.	Tolerance	VIF
Constant	0,615	0,542		
X1	1,629	,112	,521	1,921
X2	2,338	0,025	,417	2,399
X3	3,469	0,001	,427	2,344

Source: Processed SPSS 25 data, 2024

The findings of the t experiment may be used to determine how brand recognition, product quality, and price perception affect decisions to buy, specifically:

1. The brand image variable (X1) yielded a t value of 1.629 with a significance of 0.112, indicating that the significance is more over the 0.05 threshold and the t value is less over the t table (1.688). such that judgments about what to buy are not much influenced by brand perception.

2. For the product quality variable (X2), the t value is 2.338 with a significance level of 0.025, meaning that the significance level is below 0.05 and the t count is bigger over the t table. indicating a strong correlation between decisions to buy and the quality of the goods.

3. The t value of 3.469 for the price perception variable (X3), with a significance level of 0.001, shows that the t count exceeds the t table and the significance level is less than 0.05. shows that price perception has a big outcome on judgments about what to buy.

Thus, it may be said that the findings of the t experiment indicate that judgments of product quality and price significantly outcome decisions to buy, while brand recognition has no discernible outcome.

F Test (Simultaneously)

The purpose of the simultaneous experiment is to determine if the independent factors taken together significantly affect the dependent variable. Stated differently, the purpose of this experiment is to ascertain if the totality of the factors has a significant outcome on the dependent variable [9].

Table 8. F Test

Mean Square	F	Sig
295,404	33,383	,000^b
8,849		

Source: Processed SPSS 25 data, 2024

This experiment yields a F table value of 2.87 with a significance level of 0.05. The computed F value, with a significance level of 0.000, is 33.383 based on the computation outcomes. These outcomes show that the regression model involving the variables Brand Image, Product Quality, and Price Perception has a significant outcome on purchasing decisions because the calculated F value is higher over the F table value (33.383>2.87) and the significance level is less than 0.05 (0.000 <0.05). This demonstrates that the dependent variable (purchase decision) is significantly outcomed by the independent factors (brand recognition, product quality, and price perception) taken combined.

Discussion

The Effect of Brand Image (X1) on Purchasing Decisions

In this paper, there were no noteworthy findings regarding the outcome of Brand Image (X1) on purchasing decisions. With a significance threshold of 0.112 (>0.05), the partial t experiment point to that the t value of 1.629 is less over the t table (1.688). This suggests that decisions to buy are not much influenced by brand recognition. This finding implies that, while

brand recognition can play a significant role in influencing consumer perceptions, other factors—such as perceived product quality and price—have a greater outcome on purchase decisions in the context of this study. This might also suggest that the brand's image isn't entirely solid or reliable in gaining the confidence and preference of customers.

The Effect of Product Quality (X2) on Purchasing Decisions

This study provides substantial evidence of the outcome of purchasing decisions (X2) on purchasing decisions. With a significance threshold of 0.025 (<0.05), the partial t experiment point to that the t value of 2.338 is higher over the t table (1.688). This demonstrates that decisions to buy are significantly influenced by the quality of the goods. Customers often like goods with high quality, therefore any improvement in product quality will lead to more purchases, and vice versa, if product quality declines, less purchases will be made.

The Effect of Price Perception (X3) on Purchasing Decisions

This study provides strong evidence of the outcome of price perception (X3) on purchasing decisions. With a significance threshold of 0.001 (<0.05), the partial t experiment point to that the t value of 3.469 is higher over the t table (1.688). This demonstrates how price perception plays a significant part in influencing decisions to buy. Consumers tend to prefer products that offer the best value for the price given, so managing the right price strategy is crucial to increasing consumer attractiveness and purchasing decisions.

The Effect of Brand Image (X1), Product Quality (X2), and Price Perception (X3) on Purchasing Decisions (Y)

Multiple regression experiments were used to assessing how Brand Image (X1), Product Quality (X2), and Price Perception (X3) affected purchasing decisions. With a significance threshold of 0.000 (<0.05), the computed F value of 33.383 is higher over the F table of 2.87, according to the findings of the F experiment. This demonstrates how purchasing decisions are significantly outcomed by the independent factors of price perception, product quality, and brand recognition all at the same time. The variables Brand Image, Product Quality, and Price Perception taken together account for 71.4% of the variation in purchasing decisions, according to the coefficient of determination (R2) of 0.714. Other variables not included in this paper model, such social media marketing, celebrity endorsements, and other outside influences, account for the remaining 28.6%.

4. Conclusion

This study demonstrates that Erspo jersey purchases are significantly influenced by perceptions of product quality and price, whereas brand recognition has a little outcome. However, concurrently, brand recognition, product quality, and price perception together outcome purchase decisions by 71.4%, as evidenced by the coefficient of determination (R²) value. These findings highlight how crucial it is to concentrate marketing tactics on product quality and pricing perception in order to boost customer interest in regional goods like Erspo jerseys.

The research's contribution is to bolster the idea that, particularly when it comes to local sportswear, purchase decisions are mostly influenced by perceptions of product quality and pricing. From a practical perspective, this research provides guidance for Erspo and other local brands to prioritize product quality and offer competitive pricing strategies to increase competitiveness. In addition, the novelty of this study lies in the simultaneous analysis of the three factors in the context of an emerging local brand in the Indonesian sports apparel industry.

Despite making a meaningful contribution, this study has limitations, such as a sample size limited to 40 respondents and narrow geographical coverage. Future research is recommended to use a larger sample and cover various regions in Indonesia so that the outcomes are more generalizable. In addition, the exploration of other factors such as the influence of social media or endorsement strategies could be a relevant research agenda to deepen the understanding of purchasing decisions in this industry.

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