The Influence of Brand Ambassador, Brand Image, and Price Perception on Ventela Shoe Purchase Decisions

(A Study on Ventela Shoe Consumers in Semarang City)

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Abstract. This research aims to determine the influence of brand ambassador, brand image, and price perception on the purchasing decision of Ventela shoes in Semarang city. The research conducted in Semarang city is a quantitative research. The data source used was a questionnaire distributed via Google Forms to 104 respondents using purposive sampling methodology. Hypothesis testing was conducted using multiple linear regression analysis using SPSS 26 as the statistical data processor. The population in this study consisted of prospective customers and consumers who intended to purchase Ventela shoes. The results of this study indicate that brand ambassador, brand image, and price perception have a positive and significant effect on the purchasing decision.

Keywords: brand ambassador, brand image, price perception, purchasing decision.

INTRODUCTION

When consumers decide to purchase a product or service, the first step they take is evaluating the product. This serves as a recommendation or suggestion that influences consumers' purchasing decisions for the product or service, In the fashion industry today, competition is increasingly fierce, prompting companies to continuously innovate in developing their products to attract consumer interest. One example is in the footwear sector, with brands like Nike, Adidas, Puma, Converse, as well as local brands like Compass, Geoff Max, Imperior Footwear, and Ventela.

Ventela Shoes is the name of one of Indonesia's local brands. Ventela Shoes is under the management of PT. Sinar Runnerindo, which was established in 2017 and introduced by William Ventela, the owner of a vulcanized shoe factory in Bandung since 1989.

Currently, there is a phenomenon where many consumers from various backgrounds, both men and women, are competing to buy local shoes, also known as "local pride". Many local shoe brands encourage consumers to identify and research products before making a purchasing decision. This drives competition among shoe owners to continuously innovate and produce products that meet the changing needs of consumers over time. Here is information about Ventela shoe sales on several online trading platforms.

Table 1. Ventela shoes sales data

Sold units ventela shoes	Online store	Total reviews	Rating
6,4 thousand	Shoppe	2500 reviews	4.9
3,3 thousand	Tokopedia	610 reviews	4.9
5,5 thousand	Lazada	1546 reviews	4.9

Source: Processed Data, 2023

In the competition among companies, there are several factors that can influence consumers' purchasing decisions when buying a product. These factors include brand ambassador, brand image, and price perception. The process of making a purchasing decision is a problem-solving process that starts with an analytical stage, where consumers identify their needs and desires, seek information, and explore alternative options to choose a product that meets their needs. In this stage, consumers combine their needs with the selection of a product, considering factors such as brand ambassador, brand image, and price perception, [1]. According to [2], [3] The purchasing decision involves selecting among two or more available options during the buying process. The process of purchase evaluation includes steps such as identifying needs, conducting pre-purchase research, evaluating available alternatives, and ultimately making the purchasing decision.

Brand ambassadors have a significant influence on purchasing decisions, and this applies to Ventela as well, which utilizes this marketing strategy to attract potential customers. Collaborating with artist Gading Martin serves as a positive strength that can influence consumer purchasing decisions as part of Ventela's marketing strategy. Accordin to [4] A brand ambassador is someone who possesses popularity, talent, and credibility in introducing a product to consumers with the goal of providing positive benefits and functions. They play a crucial role in effectively and convincingly communicating the values and advantages of the product to consumers in a trustworthy manner. Brand ambassadors significantly contribute to building brand awareness, enhancing brand image, and influencing consumer purchasing decisions. The selection of a suitable brand ambassador has the potential to motivate potential consumers in their purchasing decisions. On the contrary, if the choice of brand ambassador is not appropriate, it may reduce the motivation for potential consumers to make a purchase. In other words, a suitable and relevant brand ambassador can be a strong driver in influencing consumer purchasing decisions, while an ill-fitting or irrelevant brand ambassador can diminish the desired positive impact in the decision-making process. This is consistent with previous studies that have shown that brand ambassadors have a positive and significant influence on purchasing decisions. [5], [4], [4], [6], [7], [8], [8], [9], [10], [9]. However, the results of the research conducted by [9], stated that the brand ambassador has no significant influence on purchasing decisions due to the credibility of each ambassador in promoting the product to potential consumers.

Another factor that can influence purchasing decisions is brand image. According to [11] Brand image is the representation or perception formed in the minds of consumers regarding a brand. Brand image is the result of the overall perception that consumers have about a brand, which is formed through the information and past experiences they have related to that brand. According to [11] Brand image is the result of the overall perception that consumers have about a brand, which is formed through the information and past experiences they have related to that brand. Brand image is the perception that consumers have about a brand, whether it is positive or negative. A positive brand image can motivate potential consumers to make a purchasing decision. This is because potential consumers have the belief that products with a good brand image will meet their expectations. This aligns with research conducted by [12], [12], [12], [12], [12]. [13], [13], [13], [13], [14] [15] that states that price perception has a positive and significant influence on purchasing decisions. However, the results of the research conducted by [13], stated that brand image has a negative and non-significant influence on purchasing decisions.

Another factor that influences purchasing decisions is price perception. According to [16] Price perception is the result of combining selected information about the price of a product offered, which can be compared with the consumer's past experiences and expectations. Price perception has an influence on the purchasing decisions of potential consumers, as they tend to buy products when the offered price aligns with their preferences. This aligns with research conducted by [17], [18], [19], [19], [19], [19], [15] that states that price perception has a positive and significant influence on purchasing decisions. However, the results of the research conducted by [19] states that price perception has a negative and non-significant influence on purchasing decisions.

This research aims to analyze the influence of brand ambassador, brand image, and price perception on purchasing decisions.

METHOD

This research is a quantitative study. The data used in this research is primary data. The primary data for this research was obtained from questionnaire surveys conducted among potential consumers of Ventela shoes in Semarang city. The sampling technique used in this research is purposive sampling. The sample size is 104 respondents with criteria including name, gender, age, occupation, residing in Semarang city, familiar with Ventela shoes, have used Ventela shoes before, and aged above 17 years. Since it is difficult to determine the exact population size, the sample size used in this study was determined using the formula [20], The formula used for sampling is

(1)

$$\frac{z^2}{4(Moe)^2}$$

Explanation :

n   = Sample size
Z   = Normal distribution level at a significance level of 5% = 1.96
Moe   = Margin of Error, which represents the maximum tolerable or desired level of error in sampling, set at 10% or 0.10.

In this study, an instrument test was conducted, which included validity and reliability tests on the entire sample. Due to time constraints, only 104 respondents were included in this study. The analysis methods used were regression analysis, as well as model tests including determination coefficient, F-test, and t-test. The questionnaire was distributed online through platforms such as Instagram and WhatsApp. To measure respondents' answers, a 1-7 Bipolar Adjective Likert Scale was used, ranging from "strongly disagree" to "strongly agree". The responses were then processed using IBM SPSS Statistics 26. The questionnaire consisted of 21 items, which were developed based on indicators derived from expert opinions.

RESULT AND DISCUSSION

Characteristics of Respondents

In this study, the total sample consisted of 104 respondents, with a majority of males (56.7%) and females (43.3%). The respondents were predominantly in the age range of 17-24 years (82.7%). In terms of education, the majority of respondents had a bachelor's degree (45.2%), and the majority of them were students (47.1%). All respondents (100%) were from Semarang city, and all of them were familiar with Ventela shoes (100%). Additionally, all respondents (100%) had used Ventela shoes, and all of them were aged above 17 years.

Validity and Reliability Test Results

Based on the validity test results, the brand ambassador variable had a KMO value of 0.885, the brand image variable had a KMO value of 0.786, the price perception variable had a KMO value of 0.838, and the purchasing decision variable had a KMO value of 0.811. All variables used in this study had KMO values (Kaiser Meyer-Olkin Measure Of Sampling Adequacy) >0.5, which indicates that each variable in the questionnaire is deemed sufficient and meets the criteria for further analysis as a measurement tool. As for the Loading Factor values, the brand ambassador variable had values >0.4 for each indicator, the brand image variable had values >0.4 for each indicator, the price perception variable had values >0.4 for each indicator, and the purchasing decision variable had values >0.4 for each indicator. This means that all indicators in this study are valid and can be used.

The reliability test results showed that each variable, namely brand ambassador, had a value of 0.904, brand image had a value of 0.871, price perception had a value of 0.904, and purchasing decision had a value of 0.866. The Cronbach's Alpha results for variables X1, X2, X3, and Y were greater than 0.70. Therefore, all variables were deemed reliable, and further analysis could be conducted.

Table 2. Validity Test Result

Variable	KMO	Item	Loading Factor	Description
Brand Ambassador (X1)	0,885	X1.1	0,714	Validity
		X1.2	0,900	Validity
		X1.3	0,807	Validity
		X1.4	0,824	Validity
		X1.5	0,763	Validity
		X1.6	0,786	Validity
		X1.7	0,817	Validity
Brand Image (X2)	0,786	X2.1	0,844	Validity
		X2.2	0,725	Validity
		X2.3	0,854	Validity
		X2.4	0,814	Validity
		X2.5	0,838	Validity
Price Perception (X3)	0,838	X3.1	0,853	Validity
		X3.2	0,905	Validity
		X3.3	0,869	Validity
		X3.4	0,898	Validity
Purchase Decision (Y)	0,811	Y1.1	0,813	Validity
		Y1.2	0,874	Validity
		Y1.3	0,673	Validity
		Y1.4	0,904	Validity
		Y1.5	0,838	Validity

Source: Processed Data, 2023

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Standardized Reliability Value	Description
Brand Ambassador (X1)	0,904	0,70	Reliability
Brand Image (X2)	0,871	0,70	Reliability
Price Perception (X3)	0,904	0,70	Reliability
Purchase Decision (Y)	0,866	0,70	Reliability

Source: Processed Data, 2023

Multiple Linear Regression Results

Table 4. Multiple Linier Regression Analysis Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.872	1.790		1.604	.112
	BRAND AMBASSADOR	.161	.064	.233	2.509	.014
	BRAND IMAGE	.210	.097	.221	2.159	.033
	PRICE PERCEPTION	.596	.109	.463	5.475	.000
a. Dependent Variable: PURCHASE DECISION						

Source: Processed Data, 2023

The results of multiple linear regression analysis indicate that the independent variables, namely brand ambassador, brand image, and word of mouth, have a positive and significant influence on purchase decisions.

$$Y = 0,233 \ X1 + 0,221 \ X2 + 0,463 \ X3$$

The constant value (α) is observed to be 2.872. This means that when the values of brand ambassador, brand image, and price perception in the purchase decision for Ventela shoe products are all equal to zero, the magnitude of the purchase decision is 2.872. The regression coefficient for brand ambassador is 0.233, and it has a positive value, indicating that brand ambassador has a positive influence and can affect potential customers/consumers in making purchase decisions. The regression coefficient for brand image is 0.221, also with a positive value, indicating that brand image has a positive influence and can affect potential customers/consumers in making purchase decisions. The regression coefficient for price perception is 0.463, with a positive value as well, indicating that price perception has a positive influence and can affect potential customers/consumers in making purchase decisions. Based on these analysis results, it can be concluded that in this study, the price perception variable has the highest influence on purchase decisions. The t-test results indicate that the brand ambassador, brand image, and price perception variables significantly influence purchase decisions.

F-Test Results

Table 5. F-Test Results

Independent Variable	Dependent Variable	F	Sig
Brand Ambassador	Purchase Decision	78.946	0,000
Brand Image			
Price Perception			

The F-test results show that the calculated F value is 78.946, and the calculated F value with a probability level of 0.00 is significant. Since the probability is much smaller than 0.00, it can be concluded that the regression model including brand ambassador (X1), brand image (X2), price perception (X3), and purchase decisions (Y) indicates that all variables are deemed suitable (Fit) for further analysis.

t-Test Results

Table 6. t-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.872	1.790		1.604	.112
BRAND AMBASSADOR	.161	.064	.233	2.509	.014
CITRA MEREK	.210	.097	.221	2.159	.033
PERSEPSI HARGA	.596	.109	.463	5.475	.000

From the t-test results, the brand ambassador variable has a significance value of 0.014 < 0.05 and a beta value of 0.233 (positive). Therefore, it can be concluded that hypothesis 1 states that 'brand ambassador has a positive and significant influence on purchase decisions.' Thus, there is a positive and significant individual influence between brand ambassador and purchase decisions. Therefore, hypothesis 1, stating that 'brand ambassador influences purchase decisions,' is accepted. The brand image variable has a significance value of 0.033 < 0.05 and a beta value of 0.221 (positive). Therefore, it can be concluded that hypothesis 2 states that 'brand image has a positive and significant influence on purchase decisions.' Thus, there is a positive and significant individual influence between brand image and purchase decisions. Therefore, hypothesis 2, stating that 'brand image influences purchase decisions,' is accepted. The price perception variable has a significance value of 0.000 < 0.05 and a beta value of 0.463 (positive). Therefore, it can be concluded that hypothesis 3 states that 'price perception has a positive and significant influence on purchase decisions.' Thus, there is a positive and significant individual influence between price perception and purchase decisions. Therefore, hypothesis 3, stating that 'price perception influences purchase decisions,' is accepted.

Coefficient of Determination (R^2)

Table 6. Coefficient of Determination (R2) Result

Model	R	R Square	Adjust R Square	Std. Error of the Estimate
1	0,839 [a]	0,703	0,694	2.460

The results of the coefficient of determination test indicate that the adjusted R-squared (R^2) value is 0.694. This means that 69.4% of the purchasing decisions can be explained by the variables of brand ambassador, brand image, and price perception, while the remaining 30.6% is influenced by other variables not included in the model. Therefore, the perfect value of the R coefficient is 1, while the coefficient of this model is 0.694, indicating a moderate ability to explain these independent variables.

The Influence of Brand Ambassador on Purchase Decisions

From the descriptive analysis of the variables, it is shown that the brand ambassador variable has the highest mean value of 6.23. The statement "Gading Martin is a modern figure who follows the development of shoe fashion" is associated with this variable. The multiple regression analysis results for the brand ambassador variable indicate that it has a significant influence on purchase decisions, with a significance value of 0.014, which is less than 0.05. The beta value is 0.233, indicating that the brand ambassador variable (X1) has a positive partial influence on the purchase decision variable. Based on these results, it can be concluded that H1 is accepted. This demonstrates that the brand ambassador has a positive and significant impact on purchase decisions.
The results of this study are consistent with the research conducted by [5],[4], [21], [6], [7], [8],[22], [9]. which states that brand ambassador has a positive and significant influence on purchase decisions.

The Influence of Brand Image on Purchase Decisions"

From the descriptive analysis of the variables, it is shown that the brand image variable has the highest mean value of 6.03. The statement "Ventela is a brand that is easy to remember" is associated with this variable. The multiple regression analysis results for the brand image variable indicate that it has a significant influence on purchase decisions, with a significance value of 0.033, which is less than 0.05. The beta value is 0.221, indicating that the brand image variable (X2) has a positive partial influence on the purchase decision variable. Based on these results, it can be concluded that H2 is accepted. This demonstrates that the brand image has a positive and significant impact on purchase decisions.

The results of this study are consistent with the research conducted by[12], [5], [19], [19], [23], [13], [1], [6] which states that brand image has a positive and significant influence on purchase decisions.

The Influence of Price Perception on Purchase Decisions"

From the descriptive analysis of the variables, it is shown that the price perception variable has the highest mean value of 6.12. The statement "Ventela shoe products have an affordable price" is associated with this variable. The multiple regression analysis results for the price perception variable indicate that it has a significant influence on purchase decisions, with a significance value of 0.00, which is less than 0.05. The beta value is v, which means that the price perception variable (X3) has a positive partial influence on the purchase decision variable. Based on these results, it can be concluded that H3 is accepted. This demonstrates that price perception has a positive and significant impact on purchase decisions.

The results of this study are consistent with the research conducted by [12], [18], [19], [1], [5], [23], [24], [25] which states that price perception has a positive and significant influence on purchase decisions.

CONCLUSION

From the conducted research, it can be concluded that the three hypotheses proposed in this study have yielded significant results in influencing purchase decisions. Therefore, it can be inferred that the purchase decisions for Ventela products can be influenced by brand ambassador, brand image, and price perception. Based on the study, it is evident that the most dominant factor is price perception. Hence, it is important for businesses to establish affordable pricing for their products, set prices that align with their quality, compete with the prices of other shoe products, and offer prices that correspond to the benefits provided by the product.

The findings of this research can be used to identify existing issues related to Ventela shoe products in PT. Sinar Runnerindo. This enables PT. Sinar Runnerindo to address any shortcomings that exist. Additionally, this research can serve as a consideration and evaluation for potential consumers when making purchase decisions for Ventela shoe products. However, this study still has limitations in explaining the relationship between the three variables. The explanatory power of this study is still limited. Therefore, for future research, it is recommended to add additional independent variables that can influence purchase decisions. Furthermore, it is also suggested to include indicators for each variable in future research, so that the resulting data can provide more satisfactory results.

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