

FACTORS INFLUENCING PURCHASING DECISIONS ON NIKE SHOES (CASE STUDY OF FEB STUDENTS OF BANDAR LAMPUNG UNIVERSITY)

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Abstract

The shoe market is currently experiencing increased competition. Each brand creates high-quality sneakers. The shoe brand "NIKE" is very popular. The purpose of this study showed the impact of motivational and perceptual variables on Nike shoe purchases. The analysis in this study is quantitative and descriptive. 100 students of the Faculty of Economics and Business, Bandar Lampung University were selected as research samples. Data collection techniques using questionnaires use multiple linear regression to test the data collected. The results of the study concluded that the decision to buy Nike shoes was significantly influenced by motivational variables. In addition, Nike shoe purchase decisions are significantly influenced by perceptual variables. And overall, it can be concluded that the decision to buy Nike shoes is influenced by both variables, namely motivation and perception.

Keywords: Purchase Decision, Motivation, Perception, Nike Shoes

1. Introduction

The shoe industry is a rapidly growing part of the fashion industry and shows great potential. As the economy and society have progressed, shoes have gone from being a luxury item to a necessity in the wardrobe of business students. In turn, this encourages businesses to view unmet customer needs as market opportunities. Shoes are a form of footwear worn on the feet for protection against hazards such as sharp objects and dirt. However, in modern society, shoes have more uses than those purposes. the way you carry yourself or the way you dress. Nike, Inc. was founded in 1964 and is a world-renowned sportswear and footwear brand. Nike has been renowned for its cutting-edge style and premium footwear. Running, basketball, soccer, and other sports are just a few of the many sports that Nike provides. Nike's most famous shoe lineup includes Air Max, Air Jordan, and Air Force 1. As part of its reputation for social responsibility, Nike has released eco-friendly footwear such as the Nike Space Hippy. Many people, ranging from professional athletes to ordinary people, wear shoes regularly.

Consumers go through a series of steps before making a purchase, known as a purchase decision. Thomson (2013) in Yunita et al. (2019) Need, excellence, accuracy in purchasing, and repeat purchases are traits of good buying behavior. Consumers decide to buy a product because they need it and because they are aware of the benefits that the product offers. Customers are more likely to buy back a brand if they believe it will meet or exceed their expectations. Motivation and perception have a role in consumer purchasing decisions. In Yusuf (2018), Ivanko (2012) defines motivation as a person's spirit and energy aimed at achieving a goal, Setiadi (2010: 87) states that perception is the way in which stimuli are adopted, organized, and explained. And for that, perception involves steps to select information, organize it in an orderly manner, and give meaning to the stimuli.

The purpose of this study was to show that two factors of motivation and perception play a role in determining whether consumers will buy a pair of Nike shoes or not. The study's problem statement asks whether factors such as motivation and perception play a role in consumers' final decision to buy Nike shoes.

2. Theoretical Background

2.1 Understanding Purchasing Decisions

Consumers choose their preferred brand from the choices available at purchase, as revealed by Mongisidi et al. (2019), consisting of two factors that mediate the relationship to client desires and purchasing decisions. Olson stated in Sangadji and Sopiah (2013) that purchasing decisions are a way of solving problems involving a whole series of phases in which customers assess the problem at hand, find solutions to the problem, evaluate various possible alternatives, and finally choose among these possibilities.

Thomson (2013) in Yunita et al. (2019) explained that there are indicators regarding purchasing decisions consisting of (1) Needs-based, the encouragement of marketers due to conditions where consumers begin to find problems or desires, (2) The presence or absence of benefits, conditions to determine whether to purchase a product or not involves a decision-making process with considerations that are the basis for whether a product is the basis needed can be useful, (3) The accuracy of buying a product, At some point, the consumer makes the final decision to acquire a product. and the product received satisfies their desires, (4) Consumers who make repeat purchases, feel that a product or brand shows very satisfactory performance and exceeds their expectations which will affect consumer attitudes and behavior in the future.

2.2 Understanding Motivation

The self acts in response to an internal drive called motivation. As defined by Basrowi (2014: 65), motivation is a desire that encourages, motivates, controls, and directs individual attitudes and behaviors is the definition of motivation according to Setiadi (2013). In the context of consumer motivation, it can be explained as a state of mind that drives a person to take action in achieving a goal.

Consumer motivation according to Fredereca and Chairy (2010) in Tompunu (2014) includes: (1) Encouragement to have a product, (2) Encouragement to always use the product, (3) As an appearance attraction, (4) Promoting trends in the social environment, (5) Encouraging enthusiasm for the product.

2.3 Understanding Perception

The act of perceiving involves integrating information from various senses with knowledge gained from past experience to form an accurate mental picture of the world around us. In the end, a person's desires shape his perception (Ruch, 2010: 300). Kotler and Armstrong (1996: 156) state that the process of selecting various cues that interact with each other can cause a person's impression of a product to vary, even when faced with the same situation. Based on Wibowo (2013: 59), perception is a way that gives us the ability to organize information. and interpret impressions that come from the environment around us

Fredereca and Chairy (2010) Tompunu (2014) explained that consumer perceptions have several indicators, namely (1) Understanding of product usefulness, (2) Understanding of the diversity of product types, (3) Understanding of the brand of a

product, (4) Understand the characteristics of the product, (5) Understand how to use the product.

In accordance with research (Kaunang et al., 2015) states if motivation has a good and beneficial impact on purchasing decisions. And according to research (Syahputro et al., 2018) states that perception has a good and beneficial impact on purchasing decisions.

Skeleton theory research that is:

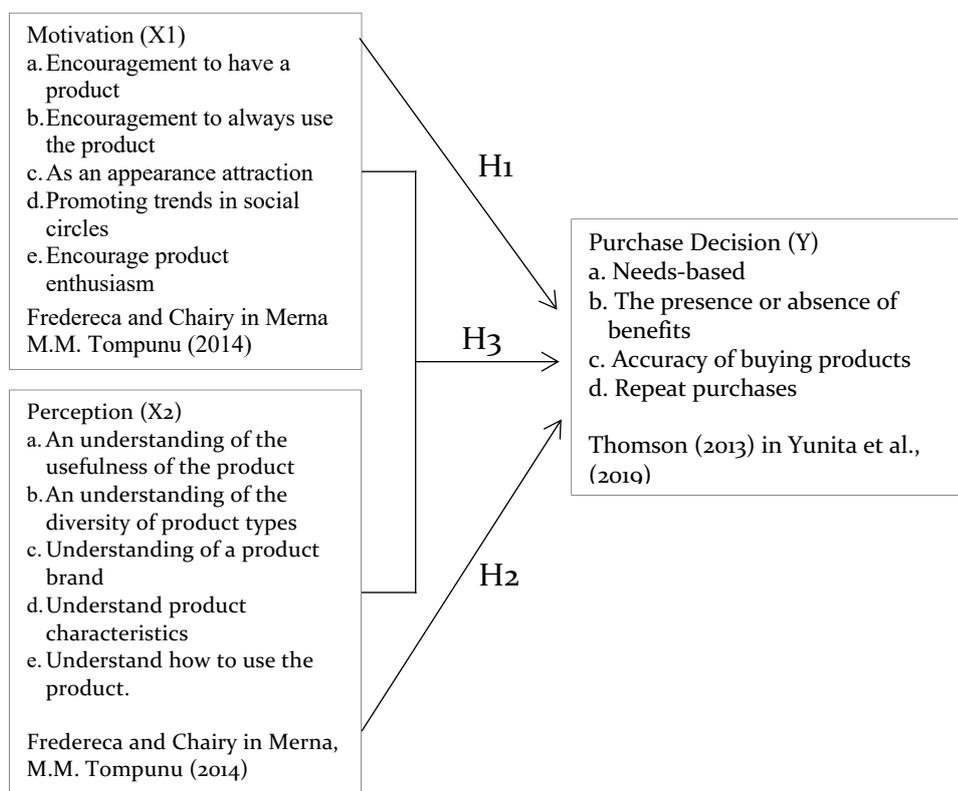


Figure 1. Theoretical Framework between Variables

Based on the above theoretical framework, the researcher formed the following hypothesis:

H1: There is a motivational impact on purchasing decisions.

H2: There is a perceptual impact on purchasing decisions.

H3: There is a motivational and perceptual impact on purchasing decisions.

3. Methods

The research strategy combines statistical analysis and descriptive statistics. According to Sinambela and Sinambela (2020), quantitative research is a method of numerical procedures on data collected to obtain tabulated results. Data is a major part of the study becoming clear. Different types of data are used, namely primary and secondary data. Primary data is found specifically to discuss the topic of study being investigated, as explained by Sunyoto (2013: 21). Meanwhile, Sugiyono (2019: 193) defines secondary data as data that researchers want to obtain by indirectly sourced data. Students of the Faculty of Economics and Business, Bandar Lampung University participated in this research. The following are students from the class of 2020-2023. To calculate the number

of participants required for the study by the Slovin formula. The study's population of 1,391 students resulted in a sample size of 100 people. Questionnaires and direct observation are widely used ways to collect data. The study participants wore Nike footwear. Questionnaire with online likert scale through google form is the method used in collecting data. The method of taking samples uses purposive sampling. According to Sugiyono (2022: 134), the purposive sampling method is a method that determines certain criteria for a sample. Research instruments are evaluated through a process of validity test, reliability test, multiple linear regression, R2 test, t test, and F test.

4. Results and Discussion

4.1 Validity Test Results

From the results of SPSS data processing obtained:

Table 1. Validity Test Results

Variable	Item No	r calculates	r table	Information
Motivation (X1)	X1.1	0,694	0,1966	Valid
	X1.2	0,635	0,1966	Valid
	X1.3	0,722	0,1966	Valid
	X1.4	0,526	0,1966	Valid
	X1.5	0,611	0,1966	Valid
	X1.6	0,661	0,1966	Valid
	X1.7	0,648	0,1966	Valid
Perception (X2)	X2.1	0,515	0,1966	Valid
	X2.2	0,674	0,1966	Valid
	X2.3	0,683	0,1966	Valid
	X2.4	0,631	0,1966	Valid
	X2.5	0,670	0,1966	Valid
	X2.6	0,546	0,1966	Valid
	X2.7	0,555	0,1966	Valid
Decision Purchase (Y)	Y.1	0,771	0,1966	Valid
	Y.2	0,808	0,1966	Valid
	Y.3	0,704	0,1966	Valid
	Y.4	0,592	0,1966	Valid

Source: Data Processed SPSS (2023)

If $df = N-2$, $(100-2)$ 98 is 0.196, All estimated values r survey questions $>$ r table as in the previous table, all answers above are considered valid.

4.2 Reliability Test Results

Researchers used Cronbach Alpha for reliability testing. Instruments with α values above 0.60 are reliable. This study used SPSS 20 to calculate the reliability of the questionnaire. In the table below there are results including:

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Limits of Reliability	Information
Motivation	0,752	0,60	Reliable
Perception	0,715	0,60	Reliable
Purchasing Decision	0,682	0,60	Reliable

Source: Data Processed SPSS (2023)

Overall reliability in this study, based on reliability test findings. Cronbach Alpha exceeded 0.60, the questionnaire explained that the above data was reliable.

4.3 Multiple Linear Regression Analysis

Analysis obtained using SPSS 20, multiple linear regression findings are:

Table 3. Multiple Linear Regression Analysis Test Results

Type	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
(Constant)	2.736	1.665		1.644	.104
Motivation	.248	.064	.376	3.875	.000
Perception	.219	.067	.315	3.249	.002

Source: Data Processed SPSS (2023)

Multiple Linear Regression Equation Model:

$$\hat{Y} = 2.736 + 0.248 X_1 + 0.219 X_2 + e$$

A fixed Y value of 2.736 reflects the magnitude of the purchase decision variable. By keeping motivation (X1) and perception (X2) at a constant level, the purchase decision (Y) remains 2.736.

Motivation (X1) has a positive impact on purchasing decisions (Y) and a regression coefficient of 0.248. In this study, if other factors remain, then the purchase decision (Y) will increase by 0.248 when motivation (X1) increases by 1 unit.

The regression coefficient for perception (X2) of 0.219 explains the positive impact on purchasing decisions (Y). With other variables in the study fixed, then when perception (X2) increases by 1 unit, purchase decisions (Y) will increase by 0.219.

4.4 Test Results of Coefficient of Determination (R2)

Table 4. Test Results of Coefficient of Determination (R2)

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.611a	.373	.361	1.906

Source: Data Processed SPSS (2023)

An R-squared of 0.373 or 37.3% indicates that motivation (X1) and perception (X2) as independent variables have an impact of 37.3% on purchasing decision variables (Y). In contrast, the remaining 62.7% contributed other factors that were not examined.

4.5 Test Results t (Partial)

Table 5. Test Results t (Partial)

Type	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
(Constant)	2.736	1.665		1.644	.104
Motivation	.248	.064	.376	3.875	.000
Perception	.219	.067	.315	3.249	.002

Source: Data Processed SPSS (2023)

Based on the results of the motivation variable (X1) has a t count (3.875), > t table (1.660) and sig (0.000) < (0.05), meaning that H1 is accepted and concluded if the motivation variable significantly affects the decision to buy Nike shoes. While the perception variable has t count (3.249) > (1.660) and sig (0.002) < (0.05) can be

interpreted as H2 is accepted which shows if perception significantly affects the decision to buy Nike shoes.

4.6 Simultaneous Test Results (F)

Table 6. Simultaneous Test Results (F)

Type	Sum of Squares	Df	Mean Square	F	Sig.
Regression	210.127	2	105.063	28.914	.000b
Residuals	352.463	97	3.634		
Total	562.590	99			

Source: Data Processed SPSS (2023)

Judging from table F above, if the value of f calculates $(28.914) > f$ table (3.09) and the value of sig $(0.00) > (0.05)$ is stated if the purchase decision is simultaneously influenced by motivation variables and perception variables.

4.7 Discussion

The purpose of this study is to identify what aspects of the Nike brand and its marketing are most attractive to consumers.

The purpose of the t-test is to test the hypothesis about the relationship between two variables, and the t-value of the variable X1 of 3.875 shows that the variables motivation (X1) and perception (X2) have an effect on the purchase decision variable (Y). Because the value of X2 is $3.249 >$ the value of 1.660 so that H1 and H2 are accepted, the meaning of the variables motivation (X1) and perception (X2) partially have a good impact on purchasing decisions (Y). The findings of this research are in line with research (Kaunang et al., 2015) which shows that motivation has a good and beneficial impact on purchasing decisions. The findings of this research are also in line with research (Syahputro et al., 2018) which shows that perceptions have a good and beneficial impact on purchasing decisions.

Test F results to see the hypothesis of the simultaneous influence of the independent variable (X) and the dependent variable (Y). The results of the F test in this study $28,914 > 3.09$ indicate H3 is acceptable or in other words this explains if the variables motivation (X1) and perception (X2) have a simultaneous impact on purchasing decisions (Y)".

The findings of multiple linear equation analysis show a significant positive correlation between the motivation variable (X1) and the purchase decision variable (Y). Specifically, the results explain that an increase of one unit of Y is associated with an increase of one unit of X2, resulting in an increase in Y of 0.219 points.

Using the Coefficient of Determination (R²) test, it was seen that the independent variables, namely motivation (X1) and perception (X2), had a combined influence on the dependent variable, namely purchase decision (Y) 37.3. %.

5. Conclusion

Using the methodology mentioned above, this study will investigate what influences consumer choices when shopping for Nike shoes. The results of this study are:

- 1) Motivation influences purchasing decisions significantly. That is, research on students of FEB Universitas Bandar Lampung found that motivation had a significant effect on their choice to buy Nike shoes.
- 2) Perception has a significant effect on purchasing decisions. FEB Bandar Lampung University students conducted a study that showed a person's perception has a significant influence on deciding to buy a pair of Nike shoes or not.

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