

The effect of brand, design, and price on intention to purchase mediated by quality perception at sport shoes X

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ABSTRACT

Product cues have been identified as a major factor and are used by customers when they evaluate a product before deciding to buy. Customers evaluate products based on the product manual cues; generally, they use the brand, design and price, and produce quality perception and ceases on purchase intentions. This process also occurs in the prospective buyer's sport shoes X that have the largest sales in Indonesia. Therefore, the researchers are interested to test whether there is a relationship between the product cues on the quality perception and purchase intention for sports footwear products. This research was done by using a survey for the data collection, by distributing the questionnaires to 161 respondents. The data were analyzed using Structural Equation Modeling with Lisrel analysis tool. The result showed that the product cues have an influence mediated by the quality perception on purchase intentions. This study suggests that the perception of quality is as a full mediating variable between products cues and purchase intention.

ABSTRAK

Product cues telah diidentifikasi sebagai faktor utama dan digunakan oleh pelanggan ketika mereka mengevaluasi suatu produk sebelum memutuskan untuk membeli. Pelanggan mengevaluasi produk berdasarkan petunjuk produk cues, umumnya menggunakan merek, desain dan harga, dan menghasilkan kualitas persepsi dan berakhir pada niat pembelian. Proses ini juga terjadi pada calon pembeli sepatu olah raga. Sepatu olah raga X merupakan sepatu yang memiliki penjualan yang terbesar di Indonesia oleh karena itu peneliti tertarik untuk menguji apakah terdapat hubungan antara produk cues terhadap kualitas persepsi dan niat pembelian produk sepatu olah raga. Penelitian ini berupa survey dengan mengumpulkan data primer melalui kuisioner yang dibagikan kepada 161 responden. Data yang diperoleh dianalisa menggunakan Structural Equation Modelling dengan alat analisa Lisrel. Hasilnya menunjukkan bahwa produk cues memiliki pengaruh pada persepsi kualitas berpengaruh terhadap niat pembelian, menunjukkan bahwa persepsi kualitas sebagai variabel mediasi penuh antara produk cues dan niat pembelian.

1. INTRODUCTION

This study is a replication and modification of research by Oh (2014). The difference lies in the object of research method and the way to test the dimensions of brand, design, and price, the sport-shoes X, in which this study used Structural Equation Modeling and the test of the mediation analysis. In the product, cues are the dimensions of brand, design, and price. The previous studies have stated that brand, confidence, and price are the product attributes that are often used by consumers to evaluate the quality of products asso-

ciated with product purchase intentions by (Lee and Lou 2011; Ulgado and Lee 2013). The product design was found by Szybillo and Jacoby (1974) that the design significantly affects the perception of product quality (Szybillo and Jacoby 1974).

Perceptual quality set by consumers of a product will affect the degree the consumer intentions to purchase the product. Chu et al (2005) found that the perception of quality affects consumer purchase intentions towards a product. The results by Oh (2014) shows that there is a relationship between product cues on perceived quality

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and purchase intentions are shown: (i) the brand and the design has a significant effect on the perception of quality, (ii) the price does not have a significant effect on the perception of quality (iii) perception quality has a positive significant effect on consumer purchase intentions. The same phenomenon occurs at the present time that there has been a pattern that is almost similar in Indonesia, especially if you look at sports footwear products.

Various brands of sports shoes are now available with their attractive design and of course with different prices. The decision process in buying shoes would almost be equal to prospective customers at the sight of shoes, assess and ultimately intends to buy the products of sports shoes. Countries Indonesia sport shoes X is a brand of shoes are quite famous when seen results Top Brand Award 2015 shows that the shoe brand X became one of the top three in the category of personal equipment, in particular sports shoes (Top Brand 2015) and showed a trend of sports shoes X more preferred by consumers. Perceived quality of the product is very important for consumers because it affects the purchase intentions of sports shoes X, and the perceived quality of a product formed from multiple cues such as brand, design and price. This study wanted to see if the same results with Oh (2014) and how the mediating effect on product quality perception cues to purchase intent.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Akdeniz, Calantone and Voorhees (2013) stated that the quality of the product is not always easily identifiable. Consumers generally decide to buy based on the purchase experience feelings of uncertainty. The same thing was revealed that the consumer purchase decisions are often made in conditions of uncertainty with the different situations in the shopping products and their attributes (Jacoby, Olson and Haddock 1971). To deal with uncertainty, consumers tend to try to clarify the finding cues product that will give you some idea about the product they will buy (Akdeniz et al. 2013).

The signaling products are important so that they can be understood through cue utilization theory as put forward by Olson and Jacoby (1972). Cue utilization theory helps to understand how one consumer product processing cues assess the quality of the product. On the contrary, Clement, Kristensen and Gronhaug (2013) argued that this theory is based on the assumption of consumers in

formulating a set of personal criteria, explore some options, evaluate and then see the best choice among several alternatives existing products (Clement, Kristensen and Gronhaug 2013). Cue utilization theory describes the product as the arrangement of cues mentioned by (Cox 1967). Cue functions not only as an indicator of the quality of perception for buyers (Richardson, Dick and Jain 1994), but also as a signal to consumers in making purchasing decisions (Dwivedi and Merri- lees 2013).

Fejes and Wilson (2012) stated that it is common for a consumer in the process of evaluating every product offered by utilizing existing cues on the product to make judgments about the product evaluation (Fejes and Wilson 2012). Cues in a product are divided into two kinds of cues, the cue intrinsic and cues extrinsic stated Reimer and Kuehn (2005) that cues intrinsic attributes are physically present in the product such as size and design, while signaling extrinsic are attributes such as price and brand, Ruswanti (2015) mentions that the central attentional cues and influence attitudes toward the ad and attitude toward the brand influence on purchase intentions. Attentional cues are the process of capturing someone in advertising through pictures and music, and attention peripherals is the process of capturing a person in advertising through advertising message.

Related Products Cues, Perception Quality, and Purchase Intention

Brand is defined as a promise of a seller to deliver a collection of properties, benefits, and specific services consistently to the buyer, or a name, term, sign, symbol, or design is intended to identify the goods or services of one seller or group of sellers to differentiate from competitors (Kotler and Armstrong 2008). Temporal and Lee (2002) mentions that the brand gives several advantages, among other things facilitate the decision to buy the product. Consumers are less likely to understand a product that makes interest, but the brand can make it easier to select products. Famous brand compared to brands that are not known to have concern for consumers, generally because the brand is well known and trustworthy. Besides the brand also gives a guarantee of quality, consumers will choose quality products and services wherever and whenever they are able.

Once they try a brand, they will automatically equate this experience with a certain level of quality. A pleasant experience will produce a good

memory to such marks. The brand also reduces the risk for most customers minimize risk. They will not buy a product, if the product is dubious quality. The positive experience to a brand, give confidence and comfort to buy even more expensive price. Brands build trust, and a brand known and trusted will allow consumers to buy the (Ruswanti 2015), ultimately the brand is a means to express their own thought. Brand generates opportunities for consumers to express themselves in different ways and can help consumers to express their socio-psychological (Temporal and Lee 2002). A strong brand is important for not only companies but also for consumers because the brand is an attribute that is easily identifiable by consumers and are also used by consumers to assess a product.

Forsythe (1991) argues that the brand shows some features of the product and has an influence on the perception of the quality of the product. Brand is information that can be an indicator of the quality of the product. While Oh (2014), mentions that the brand has an influence on perception Quality. Severi and Ling (2013) identifies that the product quality perceived by consumers is relative to the brand and image. If the company continues to produce low-quality products, consumers likely to perceive the company as a company that has a negative image that will stick in the minds of consumers. From the above arguments, the hypothesis can be formulated by stating that the brand affects Perceived Quality.

H1 : A Good Brand has an effect on the perception of product quality.

The product design is one dimension of the product cues in this study. Design is defined as the totality of features that affect the appearance and function of a specific product according to suggest by customers (Kotler 2012). The product design is the product attributes most explicit, because it shows how the product is shaped. The product design is also referred to as the product parameters related to color, material, shape and proportions. Because the design is the physical attributes that can be easily identified by consumers that is one of the most important cues used by consumers to evaluate products (Rindova and Petkova 2007). Schoormans (2005) state that the product has six roles (i) design role in communicating information (ii) the aesthetics of the product (iii) communicate information symbolic product (iv) it includes quality impression (v) communicate the information of functional products and (vi) ergonomics information products.

Besides that, brand also serves to attract attention, and has the function of categorization (Schoormans 2005). In addition to the brand, Oh (2014) stated that design has a positive effect on the perception of quality. While Hoegg and Alba (2011) argue that design has the visual information that can be a reliable indicator for assessing the quality of products, especially in terms of functional performance and durability. Nilforushan and Haeri (2015) stated that a product has a significant effect on the perceived quality of the product being viewed. Thus, it can be hypothesized as the following.

H2: Product design has an effect on the perception of the product quality

Price is the third cue of product and it can test the relationship to the perception of quality. Price is the amount charged for a product or service. In more detail, the prices of all levels, are given by customers to get an advantage over the use of the products and services (Kotler and Armstrong 2008). Yet, Oh (2014) stated that the price is defined as something that is given to obtain a product (Zeithamal 1998). Price has multiple functions mentioned by Lichtenstein, Ridgway and Netemeyer (1993) consists of a negative price and positive, negative price Role of Negative include (i) Value Consciousness, which concern consumers to pay a price commensurate with the quality of the products they received (ii) price conscious when consumers focus only on low prices regardless quality products purchased (iii) coupon Prone-ness, namely to increase the desire of the consumer buying for their vouchers on products purchased (iv) Sales Proneness, namely to increase the desire of consumer purchases for their granting discounts if you buy products offered and (v) price mavenism, the circumstances in which a person becomes a source of price information of products sold at a cheaper price and to respond promptly to the information submitted by a shop.

In addition to the negative role, the price has a positive role as (i) Price-Quality Schema, the general belief in each category of products where the price level is positively related to the level of product quality. (Ii) Sensitivity Prestige, the consumer perception on the basis of price signals to the status that a higher price indicates a high grade product and its users (Lichtenstein, Ridgway and Netemeyer 1993). Although Oh (2014) states that the price does not have a significant effect on the perception of quality, there are theories, such as the Price-Quality Schema (Lichtenstein et al. 1993) as well as research Crouch and

Quester (2009) found that price has an impact on the quality perception of consumers. It is argued that a high price tends to be perceived as goods with high quality and low price product tends to be perceived as a low quality products. In that case, the next hypothesis is formulated as the following.

H 3: Price has an effect on the perception of the product quality.

Perception of product quality can be defined as customer perception of overall quality or superiority of a product or service associated with the services expected by customers (Zeithaml 1988). But, Aaker (1997) said that the perceived quality of the product is consumers' perception of overall quality or superiority of a product or services similar to those expected. A company should have a close attention how consumers perceive the products offered, as in recognition of the quality perception of the product, the business entity can determine the steps that can be taken to strengthen the customers' perception of the brand a product produced by these enterprises. Furthermore, according to Aaker (1997) the general perception of product quality can produce values such as (i) the reason for the purchase, (ii) product differentiation (iii) a premium price, (iv) the distribution of the customer's intent and the last is the value (v) brand extensions (Aaker 1997).

When consumers see the price of a product, they expect quality products comparable to the price they pay. If there are different product prices, they may expect that the products with a higher price mean better quality product. From this perspective, it seems that consumers are more likely to use price as an indicator of quality (Rao and Monroe 1989). Oh (2014) also mentioned that the perception of quality has an influence on purchase intentions mentioned also by Wells, Valacich and Hess (2011) that the perception of quality has a strong relationship with purchase intent. Similarly, the results of research Yang (2009) found a significant effect on the Perceived Quality Purchase Intention. From the above description, another hypothesis can be formulated as the following.

H4 Perception of product quality has an effect on purchase intention.

Purchase intentions by Ajzen and Fishbein (1975) described as a situation of a person before committing an act that can be used as a basis for predicting the behavior or action (Fishbein and Ajzen 1975). Purchase intention itself can be seen in the two theories, the Theory of Reasoned Action

and Theory of Planned Behavior. Based on Theory Reasoned Action, purchase intention person is determined by two factors, namely the attitude of behaving individually (individual's attitude toward the behavior) and subjective norm (subjective norm). Theory of Reasoned Action has several limitations. The greatest limitation of this theory by Ajzen and Fishbein (1975) are the people feel that they have little power over their attitudes and behavior.

To balance this theory, Ajzen added a third element, namely perceived behavioral control. The addition of these elements is expected to produce a new theory known as the Theory of Planned Behavior. Perceived behavioral control, on the grounds, is argued that some behavior is not in full control of a person, it could be due to its resources, cooperation with others, and the ability of a person (Ajzen 1985). Wang and Yang (2010) found that the brand has a significant influence on purchase intention of a product. Yang (2009) mentions that the brand has a significant influence on purchase intention of products (Yang 2009).

H5 Brand has an effect on purchase intention.

The researchers believed that there is a relationship between the design and purchase intentions. Deliza (2010), noted that the shape and color of a product has a positive influence on the intention to buy a product. In his research, Deliza (2010) found that the design has a significant influence on purchase intention of a product. (Deliza 2010). Younus, Rasheed and Zia (2015) also mentioned that the design has a significant influence on purchase intention of a product (Younus, Rasheed and Zia 2015). The hypothesis then can be stated as the following.

H6: Product design has an effect on purchase intention.

For the third product cues, namely price (price), the researchers suspect that there is a relationship between price and purchase intentions. In Coelho, Meneses and Moreira (2008), stated that the price of a product has a positive influence on the intention to buy a product. Yin, Wu, Du and Chen (2009) also noted that the price has a significant influence on purchase intention of a product (Yin, Wu, Du and Chen 2009). Thus, it can be hypothesized as the following.

H7: Price has an effect on product purchase intentions.

3. RESEARCH METHOD

According to Hair, Anderson, Tatham and Black, a study should comprise five times the number of

Table 1
Reliability Test

No.	Variables	Cronbach's Alpha Standard	Cronbach's Alpha Value	Remark
1	Brand	> 0.6	0.967	Reliable
2	Design	> 0.6	0.976	Reliable
3	Price	> 0.6	0.975	Reliable
4	Perceived Quality	> 0.6	0.942	Reliable
5	Purchase Intention	> 0.6	0.953	Reliable

respondents for the analysis of the number of questions (Hair, Anderson, Tatham and Black 1998). In this research, the questionnaire provides 25 questions, thus the required minimum number of respondents was 125 respondents. In this study, the questionnaires were distributed to 161 respondents that are considered sufficient for fulfilling the minimum required number for the data. Data analysis was done by means of Structural Equation Model (SEM). Statistical analysis was used to estimate multiple regression separate but interconnected simultaneously. This study also uses the analysis of data quality is factor analysis to test the validity and reliability testing. Validity test results that the indicators all have results that declared invalid 0.60. But, the reliability test is used to test the consistency of all to be above 0.90 so that the results are considered reliable (Table 1).

This study consists of independent variable, dependent variable as well as intervening variables. Based on the theory, the study found that each of the variables is the product including cues, as the independent variable (the independent variable) with the components: brand, design and price, then there is a perceived quality as an intervening variable and purchase intention as the dependent variable. This study adopts the use of indicators of Oh (2014) in the form of 25 questions related to the brand, design, price, quality perception, and purchase intention. The third product cues were adopted in the form of each of the six questions about the brand, design, and price as a product cues. For the perception of quality (perceive quality), the operational of the indicators in the form of three questions for the indicator Reliability, Quality and Dependability. Finally, it is Intention to buy as defined in four related questions related to willingness or intention.

This study tested using factor analysis and reliability test as well as validity test of the questionnaire as reflecting the research indicators and measurement. The results showed that the questionnaires are acceptable and reliable. Furthermore, this study also sees whether there is influ-

ence between demographic groups of respondents to answer for each variable. This is done by testing a descriptive analysis of respondents with a One Way ANOVA. The results showed that the group of respondents with older age tend to be more sensitive to design guidelines and also to the conformity of the price compared to the group of respondents younger age, but it was found gathering that that group of respondents with education S2 is more sensitive to the suitability of the price on the product quality than in group respondents with high school education/equivalent. SEM analysis results themselves, got that out of the seven hypotheses contained in this study, four of which are supported by the data, while the other three are not supported by the data. All can be seen in Figure 1 and Table 2.

From the above results, it can be seen that brand, design, and price have effect on the quality perception (t-value of the third row is 3:26, and 4:31 2.93). It was also found that the perception of quality has an effect on purchase intention with the t-value of 7:11. On the other hand, the three other hypotheses are not supported by the data of brand, design, and price. They have no effect on the quality and purchase intention (t-value of the third row is 1:08, and 4:31 2.93).

Analysis of Mediating Variable

This study found that the perception of the quality as a mediating variable is in line with that in the research by Oh (2014) which has not been tested as the function of mediation. This study uses only one mediator variable, therefore it is the simple mediation (Kenny 2014). In simple mediation, mediation can be tested using a casual first step that is to measure the influence of the independent variable and the mediator variable, and then to measure the effect of mediator between the variables and the dependent variable. Finally, it is to measure the impact of independent and dependent variables. If all three produce a significant effect, it can be the partial mediation. Yet, when only the first and second steps are done, and if it

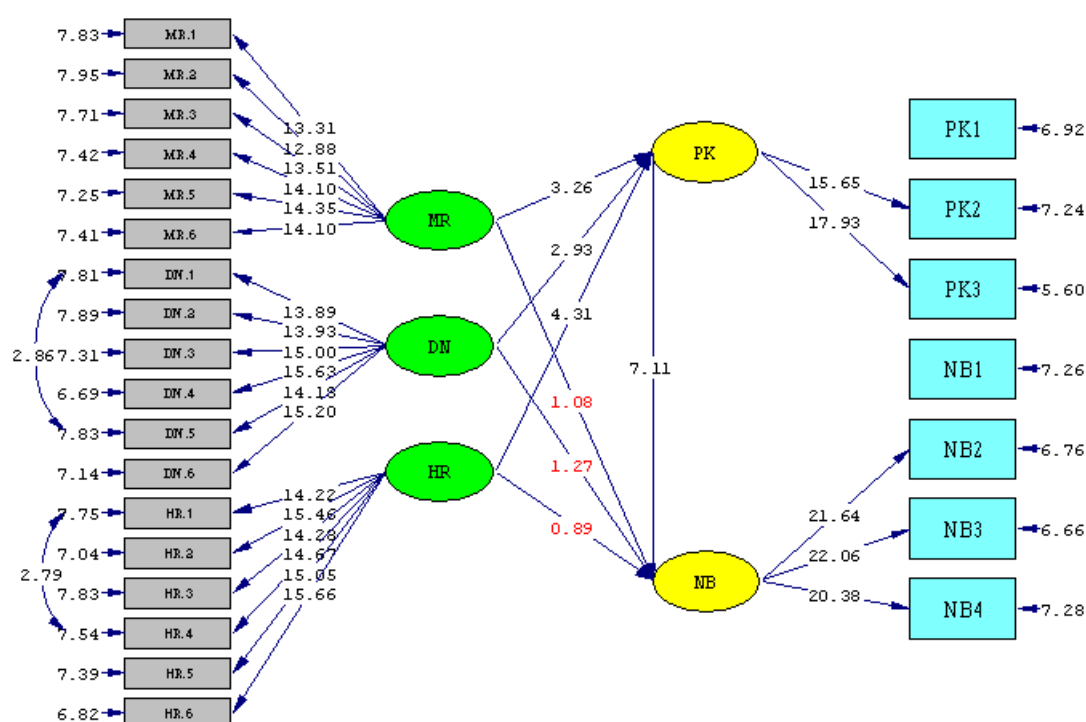


Figure 1
Analysis of Lisrel

can produce a significant effect, then it can be a perfect or complete mediation (Preacher, Rucker, and Hayes 2007).

This study showed that product cues (brand, design and price) have no effect on purchase intentions sports shoes X (H5, H6 and H7 not significant). In accordance with the casual steps mentioned above, it shows the complete function of mediation on the perceived quality as the mediating variables of product cues (brand, design and price) and purchase intentions (H1, H2, H3 and H4 accordingly). In other words, for prospective buyers who have experienced with sports shoes product X yet, they did not buy it, and then their purchase intentions arise because of the perceived quality of the product formed by the user.

4. DATA ANALYSIS AND DISCUSSION

The results (H1) support the findings by Oh (2014) in which brand has an effect on the perception of quality, and supports the findings by Severi and Ling (2013). The results also showed the effect on the perception of quality brands, as it can be due to brand of sport shoes X that has been known worldwide. This product has been known by many people. Moreover, the respondents taken were in big cities where brand of sport shoes X has been generally been known by the public at large.

For the reason above, the brand of sport shoes

X and its effect on the quality perception can be said to have no difference between respondents in this study and those as in Oh (2014). Result of the study (H2) also supports the findings by Oh (2014) and that by Hoegg and Alba (2011), proving that the design has an effect on the perception of product quality. This study corresponds to the hypothesis in which both have similarities in the object of study that is the product of sport shoes X. Design sports product that is generally understood and it reflects the direct benefits of sports shoes. This refers to the Veryzer (1995) which states that the design is the shape or configuration that determines the usefulness of such products (Veryzer 1995) so that he design tends to directly describe the usefulness of the product. This, in turn, leads to the respondent to connect with product quality. Oh (2014) and in this study show that the respondents can understand and provide appropriate assessment.

This study also supports that by Crouch and Quester (2009). H3 result test result showed that price has an effect on the perception of quality. However, it does not support the finding by Oh (2014) that price had no effect on the perception of quality. The study regards the price as the product cue, which is different from the findings by Oh (2014) who found that price has no effect on the perception of quality. This is probably due to dif-

Table 2
Hypotheses and Conclusion

H	Statements	t- Value	Sig
H1	Brand affect the perceived product quality	3.26	Accepted
H2	Design products affect perceived quality received	2.93	Accepted
H3	Price affect the perceived product quality being received	4,31	Accepted
H4	Perceived Quality affect purchase intention	7.11	Accepted
H5	famous brands affect purchase intention	1.08	Rejected
H6	Design innovations affect purchase intention	1.27	Rejected
H7	Price accordance affect purchase intention	0.89	Rejected

Table 3
Result Comparison

Hypotheses	Hypothesis Statements	Oh (2014)	Result
H1	A Good Brand has an effect on the perception of the product quality	Brand has an effect on perceived quality	Brand has an effect on perceived quality
H2	Design products has an influence on the perception of the quality of products	Design has an effect on perceived quality	Design has an effect on perceived quality
H3	Price has an effect on the perception of the product quality	Price has no effect on perceived quality	Price has influence to perceived quality
H4	Perception of product quality has an effect on purchase intention	Perceived Quality has effect on Purchase Intention	Perceived Quality has an effect on Purchase Intention
H5	The brand has an influence on purchase intentions	-	Brand has no effect on Purchase Intention
H6	A good design will increase purchase intention of the product	-	Design has no effect on Purchase Intention
H7	Price affects purchase intentions	-	Price has no effect on Purchase Intention

ferences mainly on the location of the origin of the respondents. There are differences in the location from where the respondents Oh (2014) studies which were conducted in the respondents are located in Florida, United States. While this research comes on respondents from Greater Jakarta, Indonesia.

It should be assumed that there is a difference in perception between the respondents in the study by Oh (2014) and the one that has been overshadowed by cultural differences. It appears to be as proposed by Jo and Sarigollu (2007) that one of the factors that affects the perception of the consumer toward price is the cultural background (cultural values) (Jo and Sarigollu 2007). Therefore, it can be said that the findings in this study, in terms of the relationship between the price of the product instructions and the perception of quality is different from the results of the study by Oh (2014) due to the cultural differences of the respondents. The next result is consistent with that by Jzen (1985) in his Theory of Planned Behavior, and also in accordance with the findings by Wells, Valacich, and Hess (2011), namely the quality perception that has an effect on purchase intentions. Similar findings were noted by Chu et al

(2005) also finding the same evidence. In this study, it is found similar evidence. It can be interpreted that purchase intention is a potential buyer for Nike sport shoe. They can be determined by the perceived quality of the product. Thus, the result is similar to that by Oh (2014) that also found that the perception of quality has an effect on purchase intentions. As concluded by Oh (2014) that the hypotheses in which in this study there are 7 hypothesis. However, the difference in the fourth hypothesis by Oh (2014) that it found no significant effect (Table 3).

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

This study indicates that there is no effect between brand and purchase intention. It means that only the brand that a prospective buyer does not necessarily have intention to buy Nike sports shoes. This hypothesis test result corresponds with the finding by Idoko (2013) who also found that the design does not have an effect on purchase intention. This is consistent with finding by Ganguly, Dash, Cyr and the Head (2010). The product cues, it is also found a similar evidence, for example, there is no effect of price on purchase intention.

This is the same as that by Bhadury (2011), that the price does not have an effect on purchase intentions.

Again, the evidence above is also similar to the same one by Chen (2008) who also examined the influence of the price on purchase intention to buy the products of sports shoes that prices have no influence on purchase intentions of sports footwear products (Chen 2008). In this study, it can be stated that there is no effect of brand, design, and price on purchase intention. This can be due to the customers' experience with the product of Nike sports shoes in which they might never buy that product.

Implicitly, the customers are the first buyers and therefore, their purchase intention does not appear as raised by previous purchasing experience. They bought it based only through thorough evaluations, especially in terms of quality. This is in accordance with the cue utilization theory, in which the first buyer of a product is likely to have uncertainty in buying. They need to evaluate the product before deciding to purchase intention toward that product (Jacoby et al. 1971; Akdeniz et al. 2013; Olson and Jacoby 1972).

In addition, the evidence provided by Oh (2014) shows that brand, design, and price have no effect on purchase intention. Thus, it can be concluded that the findings in this study indicate the effect of product cues on purchase intention is due to the full mediation by the perception of quality. The finding by Oh (2014) also shows that for the product of Nike shoes in Indonesia is the same as this finding namely in which high intention of purchasing the products is due to the high perception of product quality acquired by the prospective buyers through the instruction in the brand, design, and price. However, this study has a limitation such as the number of respondents and more variables to be taken into account so that the finding can be generalized, in a broader sense.

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