

ABSTRAK

Sepatu adalah jenis alas kaki yang dibuat dan dirancang dengan struktur khusus guna melindungi kaki dari berbagai risiko cedera yang disebabkan permukaan tanah yang kasar, selain itu sepatu berguna untuk mendukung berbagai aktivitas fisik seperti berlari, bermain sepak bola, hingga kegiatan luar ruangan lainnya. Tujuan dari studi ini ialah mengevaluasi sejauh mana pengaruh *brand image*, kualitas produk, dan harga terhadap keputusan pembelian sepatu di toko *bysport.id* yang beroperasi di wilayah Kecamatan Pasirian. Pendekatan penelitian bersifat kuantitatif, dengan pengumpulan data melalui kuesioner yang diisi oleh 80 responden, menggunakan teknik *accidental sampling*. Uji hipotesis dilakukan melalui analisis regresi linier berganda. Hasil uji t secara parsial menunjukkan bahwa: (1) *brand image* memberikan dampak positif terhadap keputusan pembelian, (2) kualitas produk turut berpengaruh positif terhadap keputusan pembelian, (3) harga juga berkontribusi secara positif terhadap keputusan pembelian, semuanya dalam konteks toko *bysport.id* di Pasirian. Sementara itu, nilai koefisien determinasi (R^2) sebesar 0.791 mengindikasikan bahwa ketiga variabel independen tersebut secara kolektif menjelaskan 79.1% variasi keputusan pembelian.

Kata Kunci: *Brand image*, Kualitas Produk, Harga, dan Keputusan Pembelian



ABSTRACT

*Shoes are a type of footwear specifically made and designed to protect the feet from various injury risks caused by rough ground surfaces. Additionally, shoes are useful for supporting a variety of physical activities such as running, playing football, and other outdoor activities. The purpose of this study is to evaluate the extent to which brand image, product quality, and price influence shoe purchasing decisions at the *bysport.id* store operating in the Pasirian sub-district. The research approach is quantitative, with data collected through questionnaires filled out by 80 respondents using an accidental sampling technique. Hypothesis testing was conducted using multiple linear regression analysis. The partial t-test results show that: (1) brand image has a positive impact on purchasing decisions, (2) product quality also has a positive effect on purchasing decisions, and (3) price also contributes positively to purchasing decisions, all within the context of the *bysport.id* store in Pasirian. Meanwhile, the coefficient of determination (R^2) value of 0.791 indicates that these three independent variables collectively explain 79.1% of the variation in purchasing decisions.*

Keywords: Brand Image, Product Quality, Price and Purchase Decision

