

INFLUENCE OF ATHLETE ENDORSEMENT, DESIGN, QUALITY, AND PRICE ON MIZUNO VOLLEYBALL SHOES PURCHASE IN MADIUN

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Abstrak

Penelitian ini memiliki tujuan guna menganalisis sejauh mana *athlete endorsement*, rancangan produk, mutu produk, serta harga dapat memengaruhi keputusan pembelian sepatu voli merek Mizuno di wilayah Kota Madiun. Pendekatan yang digunakan dalam penelitian ini ialah pendekatan kuantitatif. Teknik pengambilan sampel dilakukan dengan metode *purposive sampling*, melibatkan 385 responden yang merupakan warga Kota Madiun dan telah melakukan pembelian sepatu voli Mizuno setidaknya satu kali. Proses pengumpulan data dilaksanakan melalui penyebaran kuesioner, sedangkan pengolahan data dilakukan menggunakan perangkat lunak SPSS versi 16. Temuan penelitian mengindikasikan bahwasanya *athlete endorsement*, desain produk, kualitas produk, dan faktor harga memiliki pengaruh yang bersifat positif dan signifikan terhadap keputusan konsumen dalam membeli.

Kata Kunci: *Athlete Endorsement*, Desain Produk, Harga, Keputusan Pembelian, Kualitas Produk

Abstract

This research aims to analyze the extent to which athlete endorsement, product design, product quality, and price can influence purchasing decisions for Mizuno volleyball shoes in the Madiun City area. The approach used in this study is a quantitative approach. The sampling technique was conducted using purposive sampling method, involving 385 respondents who are residents of Madiun City and have made a purchase of Mizuno volleyball shoes at least once. The data collection process was carried out through the distribution of questionnaires, while the data processing was conducted using SPSS version 16 software. The findings of the study indicate that athlete endorsement, product design, product quality, and price factors have a positive and significant influence on consumer purchasing decisions.

Keywords: *Athlete Endorsement, Product Design, Price, Purchasing Decision, Product Quality*

A. INTRODUCTION

Social media has emerged as a means of communication that is now widely known and used by the public (Rahman & Panuju, 2017). Indonesia is one of the countries that is very active in the use of social media. According to Rohmawati (2023), the function of social media is no longer limited to social interaction alone, but has developed into an effective means for online marketing and product promotion. The increase in social media use and technological advances have had a positive impact on the sports industry, along with growing public awareness of the importance of physical fitness (Saputro & Evelynna, 2023). Volleyball is one of the sports that is popular among Indonesians, ranking third with 12.4% of respondents according to a survey by Skala Survei Indonesia (2024).

The increasing public interest in volleyball has also driven the demand for quality sports shoes. Brands such as Mizuno, Nike, and Asics are the top choices. Based on the questionnaire results, Mizuno is the most preferred brand among respondents. This shows consumer confidence in the quality and comfort of Mizuno products. Mizuno is a Japanese sports shoe manufacturer founded by Rihachi Mizuno in Osaka in 1906. The company is known for producing volleyball, running, and tennis equipment. Using lightweight materials such as flyware and lunarlitefoam, Mizuno shoes offer comfort and high durability (Lustiansyach *et al.*, 2021).

Saputri & Utomo (2021) explain that purchasing decisions are defined as a process whereby consumers first become aware of a need, then seek information, consider various alternatives, and finally make a choice. There are various factors that can influence consumer decisions in purchasing a product. Wicaksono *et al.* (2021) reveal that purchasing decisions can be influenced by athlete endorsements, perceptions of price, and product quality. Meanwhile, Saputro & Evelynna (2023) state that product quality, product design, and brand image also contribute to consumer decisions in choosing products. On the other hand, Siregar & Hulu, (2022) mention that product quality and price are also factors that influence purchasing decisions. Based on these findings, the

researchers in this study limited the scope of the variables studied to include athlete endorsements, product design, product quality, and price.

This study applies the Theory of Planned Behavior (TPB) approach, which posits that consumer behavioral intentions, particularly in purchasing decisions, are shaped by three primary components. These components consist of attitudes toward the behavior, subjective norms, and individuals' perceived control over their own actions. Understanding these elements provides a theoretical foundation for analyzing how consumers form intentions and make informed decisions in the marketplace. This approach is considered relevant in explaining how purchase intentions are formed from these various psychological factors.

Athlete Endorsement

Athlete endorsement is an individual who receives public attention and is able to increase the effectiveness of advertisements in supporting the promotion of products or services (Wicaksono *et al.*, 2021). In conclusion, athlete endorsement is a promotional strategy that influences purchasing decisions through the image and credibility of athletes. The indicators of athlete endorsement are popularity, attractiveness, trust, and expertise.

Product Design

Design is an element of a product that influences its appearance and utility value, as well as differentiating between brands (Saputro & Evelyn, 2023). According to Tabelessy (2021), product design is the entirety of features offered by manufacturers according to customer specifications. The indicators of product design are the latest models, design variations, trend-following designs, and ergonomics.

Product Quality

According to Saputro & Evelyn (2023), product quality is defined as the extent to which a brand is able to perform its functions as expected and meet the basic needs of consumers. Wicaksono *et al.* (2021) add that the performance of a product or service is greatly influenced by quality, because quality is closely related to consumer perceptions of value and perceived

satisfaction. Product quality itself is understood as the ability of a product to meet consumer expectations through good performance, reliability, and durability. Indicators commonly used to assess product quality include performance, durability, suitability, and reliability in use.

Price

According to Dwijantoro *et al.*, (2021), price can be defined as the amount of money spent by consumers to obtain benefits or ownership of a product or service. Price also reflects the value paid by consumers, which is based on their perception of the benefits offered by the product or service. Several indicators used to assess the price aspect include affordability, the suitability between price and product quality, and the level of price competitiveness in the market.

Purchase Decision

Saputri & Utomo, (2021) state that a purchase decision is defined as a process that begins when consumers become aware of a need and ends when they choose the product they consider most appropriate. In general, purchasing decisions reflect the steps taken by consumers in choosing a product to meet their needs and desires. Several indicators used to measure purchasing decisions include confidence in a product, purchasing habits, giving recommendations to others, and the tendency to make repeat purchases.

Conceptual Framework

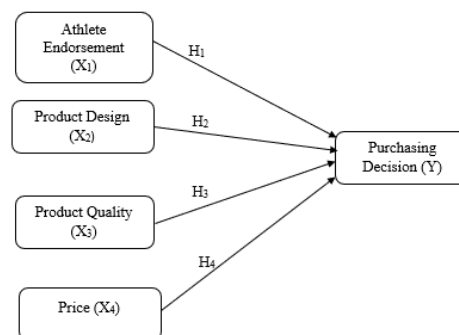


Figure 1. Conceptual Framework

Source: Modified from Saputro & Evelynna (2023); Sinaga & Hutapea (2022); Wicaksono *et al.*, (2021)

Based on the conceptual framework above, the hypotheses in this study are as follows:

H₁: Athlete endorsement has a positive and significant effect on purchasing decisions.

H₂: Product design has a positive and significant effect on purchasing decisions.

H₃: Product quality has a positive and significant effect on purchasing decisions.

H₄: Price has a positive and significant effect on purchasing decisions.

B. METHOD

This study was conducted using a quantitative approach, which aimed to empirically test the influence of athlete endorsement, product design, product quality, and price on purchasing decisions. The sample in this study was obtained through purposive sampling with a total of 385 respondents. The research population included all consumers of Mizuno brand volleyball shoes in the city of Madiun, with the condition that respondents had purchased the product at least once. Data collection was carried out using a questionnaire distributed via Google Form, while data processing was carried out using SPSS version 16 software. This study involved five variables: athlete endorsement (X_1), product design (X_2), product quality (X_3), price (X_4), and purchase decision (Y).

C. RESULTS AND DISCUSSIONS

Descriptive Statistical Test

The descriptive data analysis in this study is described in the following table:

Table 1. Descriptive Data Results

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Athlete Endorsement	385	14.00	35.00	264.675	263.087
Product Design	385	14.00	40.00	312.078	297.707
Product Quality	385	16.00	40.00	313.662	293.211
Price	385	10.00	30.00	235.065	237.622
Purchase Decision	385	14.00	40.00	314.026	312.858
Valid N (listwise)	385				

Source: Processed Primary Data (2025)

Based on the descriptive data analysis results shown in the table above, the following information can be concluded:

- 1) The athlete endorsement variable shows a minimum value of 14.00 and a maximum value of 35.00, with a mean of 264.675 and a standard deviation of 263.087.
- 2) The product design variable ranges from 14.00 to 40.00, with an average of 312.078 and a standard deviation of 297.707.
- 3) For the product quality variable, the minimum is 16.00 and the maximum is 40.00, with a mean of 313.662 and a standard deviation of 293.211.
- 4) The price variable has a minimum value of 10.00 and a maximum of 30.00, with an average of 235.065 and a standard deviation of 237.622.
- 5) The purchase decision variable ranges from 14.00 to 40.00, with a mean of 314.026 and a standard deviation of 312.858. These results illustrate the range, central tendency, and dispersion of the study variables, providing a basis for further analysis.

Multiple Linear Regression Analysis Test

Table 2. Multiple Regression Analysis Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.724	1.270		2.144	.033
	Athlete Endorsement	.274	.055	.231	4.958	.000
	Product Design	.140	.052	.134	2.688	.008
	Product Quality	.340	.057	.319	5.940	.000
	Price	.271	.061	.206	4.449	.000
a. Dependent Variable: Purchase Decision						

Source: Processed Primary Data (2025)

Thus, from the regression results, the following linear equation can be made:

$$Y = 2,724 + 0,274 + 0,140 + 0,340 + 0,271$$

- 1) The constant (α) is 2.724, which means that if athlete endorsement (X_1), product design (X_2), product quality (X_3), and price (X_4) do not exist or have a value of zero (0), then the purchase decision variable has a value of 2.724.
- 2) The coefficient for athlete endorsement (X_1) is 0.274 with a significant value of $0.000 < 0.05$ and a positive sign. This means that the athlete endorsement variable (X_1) influences the purchase decision (Y).
- 3) The coefficient for product design (X_2) is 0.140 with a significant value of $0.008 < 0.05$, which is positive. This means that the product design variable (X_2) influences the purchase decision (Y).
- 4) The coefficient for product quality (X_3) is 0.340 with a significant value of $0.000 < 0.05$, which is positive. This means that the product quality variable (X_3) influences purchasing decisions (Y).
- 5) The coefficient for price (X_4) is 0.271 with a significant value of $0.000 < 0.05$, which is positive. This means that the price variable (X_4) influences purchasing decisions (Y).

Partial Test (t-test)

Table 3. t-test Results (partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.724	1.270		2.144	.033
	Athlete Endorsement	.274	.055	.231	4.958	.000
	Product Design	.140	.052	.134	2.688	.008
	Product Quality	.340	.057	.319	5.940	.000
	Price	.271	.061	.206	4.449	.000
a. Dependent Variable: Purchase Decision						

Source: Processed Primary Data (2025)

Based on the data analysis results, the following conclusions can be drawn:

- 1) For the athlete endorsement variable (X_1), the calculated $t >$ table t , namely $4.958 > 1.966$ with a significance of $0.000 < 0.05$. This means that H_1 is accepted, which means that athlete endorsement has a positive and significant effect on purchasing decisions (Y), thus hypothesis 1 (one) in the study is accepted.
- 2) For the product design variable (X_2), the t -value is greater than the critical t -value, specifically $2.688 > 1.966$, with a significance level of $0.008 < 0.05$. This indicates that H_2 is accepted, meaning that product design has a positive and significant influence on purchase decisions (Y). Therefore, hypothesis 2 in this study is accepted.
- 3) For the product quality variable (X_3), the t -value is greater than the t -table value, namely $5.940 > 1.966$ with a significance of $0.000 < 0.05$. This means that H_3 is accepted, which means that product quality has a positive and significant effect on purchasing decisions (Y). Thus, hypothesis 3 in the study is accepted.
- 4) For the price variable (X_4), the t -value is greater than the t -table value, namely $4.449 > 1.966$ with a significance of $0.000 < 0.05$. This means that H_4 is accepted, which means that price has a positive and significant effect on purchasing decisions (Y). Thus, hypothesis 4 in the study is accepted.

R² Determination Coefficient Test

Table 4. R² Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	.577	.573	2.045
a. Predictors: (Constant), Price, Athlete Endorsement, Product Design, Product Quality				

Source: Processed Primary Data (2025)

Based on Table 4, the results of the determination test show that R square has a value of 0.577. This means that the variables of athlete endorsement, product design, product quality, and price can explain 57.7% of the purchase decision. The remaining 42.3% is explained by other factors not included in this research model.

DISCUSSION:

1. The Effect of Athlete Endorsement on Purchase Decisions

The t-test results show that the t-value for the athlete endorsement variable is 4.958, which exceeds the t-table value of 1.966, with a significance level of 0.000, below the 0.05 threshold. Therefore, the first hypothesis (H_1) is accepted, indicating that athlete endorsement has a positive and significant impact on purchasing decisions. According to the Theory of Planned Behavior (TPB), endorsements from athletes who are perceived as credible and trustworthy can effectively encourage consumers to develop strong purchase intentions. These findings highlight the strategic importance of selecting well-regarded athletes to influence consumer behavior. This finding is in line with the results of studies conducted by Wicaksono *et al.* (2021; Tabar & Farisi 2023), although it contradicts the statement by Renton (2019) which states that athlete endorsements do not always have a significant effect if the athletes used are not relevant to the products being marketed.

2. The Influence of Product Design on Purchasing Decisions

The t-test results reveal that the t-value for the product design variable is 2.688, which is higher than the t-table value of 1.966, with a significance of 0.008, below the 0.05 threshold. This confirms that the second hypothesis (H_2) is accepted, indicating that product design positively and significantly influences purchasing decisions. These findings emphasize the role of well-designed products in attracting consumers and guiding their buying choices. Referring to the Theory of Planned Behavior (TPB), attractive product designs that are in line with trends can shape positive consumer attitudes, thereby contributing to purchasing decisions. These findings are consistent with the results of studies conducted by Murdapa (2020), Saputro dan Evelynna (2023), and Insani (2025), all of which show that product design has a positive impact on consumer purchasing decisions.

3. The Effect of Product Quality on Purchasing Decisions

Based on the t-test results, the calculated t-value for the product quality variable is 5.940, exceeding the t-table value of 1.966, with a significance level of 0.000, which is below 0.05. This indicates that product quality has a statistically significant impact, highlighting its crucial role in influencing consumer purchasing decisions. Thus, the third hypothesis (H₃) is accepted, indicating that product quality has a positive and significant effect on purchasing decisions. Within the framework of the Theory of Planned Behavior (TPB), a positive perception of product quality can shape consumer attitudes that support purchasing. These findings are in line with the results of studies conducted by Hidayah and Yulianto (2022) and Saputri and Utomo (2021). However, these results differ from the findings of Farhanah and Marzuqi (2021) and Zohir *et al.* (2024), who stated that quality is not a major factor when consumers place more emphasis on price considerations.

4. The Effect of Price on Purchase Decisions

The t-test results reveal that the t-value for the price variable is 4.449, higher than the t-table value of 1.966, with a significance level of 0.000, which is below 0.05. This indicates that price significantly influences purchasing decisions, highlighting the importance of competitive and strategic pricing in attracting consumers. Therefore, the fourth hypothesis (H₄) is accepted, which means that price has a positive and significant effect on purchasing decisions. Based on the Theory of Planned Behavior (TPB) framework, consumers' perceptions of affordability and the suitability of price to product value can form positive attitudes, thereby encouraging the intention to buy. These findings are in line with the results of studies conducted by Sinaga and Hutapea (2022) and Siregar and Hulu (2022), which state that price is one of the key factors in the purchase decision-making process, especially in the context of intense market competition.

D. CONCLUSIONS

Based on the results of this study, it can be concluded that athlete endorsements, product design, product quality, and price all have a positive and significant effect on the purchase decisions of Mizuno brand volleyball shoes in Madiun City. These findings suggest that the credibility of the endorsing athlete, appealing product design, satisfactory product quality, and pricing perceived as reasonable by consumers are key factors in motivating purchase decisions. This highlights the importance of integrating marketing strategies, product development, and pricing policies to effectively influence consumer behavior.

E. SUGGESTIONS

Further research is recommended to explore other variables beyond athlete endorsement, product design, product quality, and price that may influence purchasing decisions, so that the research results are more comprehensive and in-depth. In addition, the scope of the research should be expanded to other areas outside the city of Madiun in order to obtain more uniform and generalizable results. This study is also expected to serve as an academic reference for further research discussing the influence of endorsements and product factors on purchasing decisions, particularly in the context of sports products such as Mizuno volleyball shoes.

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