

THE EFFECT OF PRODUCT INNOVATION, PRODUCT QUALITY, PRICE, AND FANATISM ON THE DECISION TO PURCHASE SPECS BRAND FUTSAL SHOES IN MADIUN CITY

Farid Muhammad Arsyat¹⁾, Heny Sidanti²⁾, Apriyanti³⁾

¹ Management , Faculty of Economics and Business , PGRI Madiun University

Email: farid_2203102167@mhs.unipma.ac.id

² Management , Faculty of Economics and Business , PGRI Madiun University

Email: heny.sidanti@unipma.ac.id

³ Management , Faculty of Economics and Business , PGRI Madiun University

Email: kelip.apriyanti@unipma.ac.id

Abstract

Penelitian ini bertujuan untuk menganalisis pengaruh Inovasi Produk, Kualitas Produk, Harga, dan Fanatisme Terhadap Keputusan Pembelian Sepatu Futsal Merek Specs di Kota Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan método survei terhadap 385 responden yang dipilih menggunakan teknik *purposive sampling*. Data dianalisis menggunakan análisis regresi linier berganda dengan bantuan *IBM SPSS statistic*. Hasil penelitian menunjukkan bahwa inovasi produk, harga, dan fanatisme berpengaruh positif dan signifikan terhadap keputusan pembelian, sedangkan kualitas produk tidak berpengaruh signifikan. Temuan ini menunjukkan bahwa peningkatan inovasi produk, penetapan harga yang sesuai, dan tingginya fanatisme konsumen dapat meningkatkan keputusan pembelian.

Kata Kunci : Inovasi Produk, Kualitas Produk, Harga, Fanatisme, Keputusan Pembelian.

Abstract

This study aims to analyze the influence of product innovation, product quality, price, and fanaticism on purchasing decisions of SPECS futsal shoes among consumers in Madiun City. This research employed a quantitative approach using a survey method involving 385 respondents selected through purposive sampling. The data were analyzed using multiple linear regression analysis with the assistance of IBM SPSS Statistics. The results indicate that product innovation, price, and fanaticism have a positive and significant effect on purchasing decisions, while product quality has no significant effect. These findings suggest

that improving product innovation, setting appropriate prices, and strengthening consumer fanaticism toward the SPECS brand can increase purchasing decisions.

Keywords: *Product Innovation, Product Quality, Price, Fanaticism, Purchasing Decision.*

A. INTRODUCTION

The growth of futsal in Indonesia plays a significant role in increasing physical activity and public interest in the sport. Futsal's development is supported by the increasing number of competitions, clubs, communities, and available sports facilities. Madiun City is one of the areas with high enthusiasm for futsal. This high level of interest is supported by regular competitions and the availability of various futsal field facilities, which encourage the development of futsal in Madiun City (Pristiansyah et al., 2022; Madiuntoday, 2025).

This situation presents an opportunity for the development of the sports equipment market, particularly futsal shoes. Various futsal shoe brands, such as Specs, Ortuseight, Mills, Nike, Adidas, and others, compete to offer products with varying designs, quality, technology, and price points. Based on sales data from several sports stores in Madiun City in 2024–2025, Specs demonstrated relatively high sales compared to several competing brands. This situation indicates that Specs has a strong position in the market, but increasingly fierce competition requires the company to maintain consumer purchasing decisions (Sports Store Sales Data in Madiun City, 2025).

One factor that can influence purchasing decisions is product innovation. Product development can be achieved through more modern designs, the use of lightweight and comfortable materials, technological improvements, and product adjustments to player characteristics and needs. Product innovation can provide added value, increase competitiveness, and attract consumer interest (Mugiono, 2022; Muchtar, 2022). However, previous research findings show discrepancies. Cicillia and Handoyo (2025) found that product innovation had a positive effect on purchasing decisions, while Syerin et al. (2022) found that product innovation had no significant effect. This discrepancy indicates a research gap that requires further study.

Besides product innovation, product quality is also a crucial factor influencing purchasing decisions. Product quality can be measured through performance, features, reliability, conformance to specifications, durability, repairability, and product aesthetics. In the case of Specs futsal shoes, product quality can be seen through various types, designs, sturdiness, durability, comfort, and the product's ability to support player performance. However, previous research on the influence of product quality on purchasing decisions has also shown differences. Putra and Iskandar (2025) found that product quality significantly influenced purchasing decisions, while Noviany and Rakhmawati (2025) found different results.

Price is also a key consideration for consumers when making purchasing decisions. Price is a flexible part of the marketing mix that companies can use to address competition and maintain market share. Specs offers products at a diverse price range, allowing consumers to weigh the appropriateness of the price versus the product benefits (Khairudin & Saputra, 2022). Beyond price, fanaticism can also influence purchasing decisions. Fanaticism can be seen in loyalty, pride, emotional attachment, the habit of using a particular brand, and consumers' tendency to recommend products to the futsal community (Irsyad, 2024).

Purchasing decisions are the process by which consumers identify needs, seek information, evaluate alternatives, and ultimately determine which product or brand to purchase (Aprilia et al., 2023). During this process, consumers consider various factors such as quality, price, innovation, and brand attachment. Previous research on price has also yielded mixed results. Kusumaningrum et al. (2022) found that price had a positive and significant effect on purchasing decisions, while Syaifulloh (2023) found that price did not have a significant positive effect on purchasing decisions.

Based on the Theory of Planned Behavior (TPB), a person's behavior is influenced by attitudes toward behavior, subjective norms, and perceived behavioral control, which then shape intentions and behavior. In this study, product innovation, product quality, price, and fanaticism can be factors that influence consumer considerations and intentions in purchasing Specs futsal shoes. TPB is used as a basis to

explain consumer decisions in purchasing Specs brand futsal shoes in Madiun City (Ajzen, 1980; Yusri, 2020; Kharisma & Putri, 2020).

Based on the phenomenon of market competition and the differences in previous research results, research on the influence of product innovation, product quality, price, and fanaticism on the purchasing decisions of Specs brand futsal shoes among consumers in Madiun City is important to conduct. This research is expected to contribute to the development of marketing studies and become a consideration for Specs company in improving innovation, quality, pricing strategy, and consumer loyalty to maintain purchasing decisions amidst increasingly competitive market competition.

1. Literature review

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior is a theory that states that if a person behaves so that someone has the opportunity and resources used to behave so that they are successful in doing so, where this depends on the motivation or intention and the ability of a person's *behavior control*. In *the Theory of Planned Behavior*, it shows that there are several considerations that underlie a person's behavior, these factors are *personality, social and information*. *Personality factors* are the general attitudes of each individual regarding intelligence, life values, emotions or personality traits. *Social factors* include religion, ethnicity, gender, age, education, and income (Ajzen , 2012) .

Product Innovation

Innovation is an effort carried out in a structured manner by an organization with the aim of producing new goods or services and introducing new applications for goods or services that have been previously introduced (Meilani & Wangdra, 2024). According to Mugiono, (2022), product innovation is the result of various processes that are combined and influence each other. Product innovation is expected to improve consumer purchasing decisions. Several studies have confirmed that product innovation has a significant influence on purchasing decisions (Muchtar, 2022), Meilani & Wangdra, 2024 , Cicillia & Handoyo, 2025) , and Putra, Iskandar, 2025) .

Product Quality

Product quality is a totality that has the characteristics of a product or service that can have the ability to meet implicit needs (Irsyad, 2024). According to research by Meilani & Wangdra, (2024), product quality indicates the general features and specifications of a product or service provided as seen from its capacity to meet consumer satisfaction. When compared with other similar products that can meet their needs and aspirations, consumers certainly prefer products with superior quality. Previous research shows that product quality has a positive and significant influence on purchasing decisions. (Muchtar, 2022) , (Nurina, 2022) , (Meilani & Wangdra, 2024) , (Pasifa, Soeprajitno, 2025).

Price

Price is a value that can be calculated using money or other goods, in return for the benefits obtained by individuals or groups who obtain goods or services, at a certain time and place (Syaifulloh, 2023). At a certain price level that has been issued, consumers can feel the benefits of the product they have purchased. And consumers will feel satisfied if the benefits they get are comparable to or even higher than the nominal amount of money they spend. Previous research provides a result that price has a significant positive effect on purchasing decisions (Aprilia et al., 2023) , (Syaifulloh, 2023) , (Noviany & Rakhmawati, 2025) , (Noviany & Rakhmawati, 2025).

Fanaticism

Fanaticism is a belief or conviction that is too/very strong in a teaching, whether about politics or religion (Irsyad, 2024). According to research from Yuliana & Istiyanto, (2024) that fanaticism is a belief in an object excessively which can cause negative changes in attitude in order to maintain the belief that exists in him. In addition, individuals who have *fanaticism* tend to think that what they believe is the most correct thing. Previous research provided a result that *fanaticism* has a significant positive influence on purchasing decisions studied by (Khoiriah &

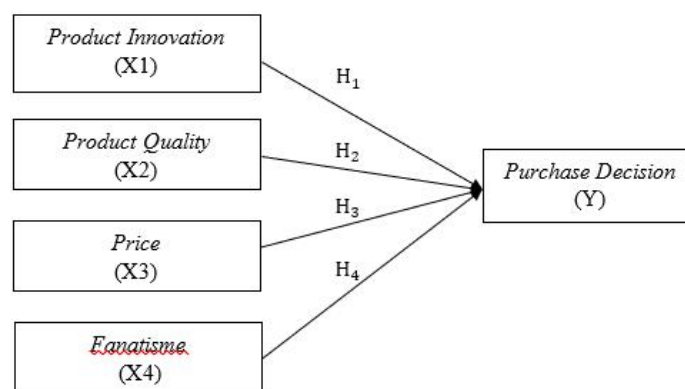
Rahmawan, 2022), (Nursaidah, 2023) , (Noviany & Rakhmawati, 2025) , (Noviany & Rakhmawati, 2025) .

Purchase Decision

Purchasing decisions are related to how consumers choose the brands they like from the various choices available, and then decide to buy the brand that is considered the best or most preferred (Noviany & Rakhmawati, 2025). According to research from Meilani & Wangdra, (2024), purchasing decisions are a process when consumers identify problems, then find out information about a product or a brand, then make a decision to make a purchase. Previous research provided a result that purchasing decisions are influenced by product innovation, product quality, price, and *fanaticism* studied by (Noviany & Rakhmawati, 2025) and (Syerin et al., 2022).

Conceptual Framework

Referring to the theoretical review above, *Product Innovation* (X1), *Product Quality* (X2), *Price* (X3), *Fanaticism* (X4) are positioned as independent variables, *Purchase Decision* (Y) as the dependent variable. These five variables form the conceptual framework underlying this research, by testing the influence of *Product Innovation* (X1), *Product Quality* (X2), *Price* (X3), *Fanaticism* (X4) positioned as independent variables, both directly on *Purchase Decision* (Y):



Picture 1. Conceptual Framework

Referring to the conceptual framework explained above, the research hypothesis is formulated as follows:

H1: It is suspected that Product Innovation has a significant influence on the Purchase Decision for Specs Brand Futsal Shoes in Madiun City.

H2: It is suspected that Product Quality has a significant influence on the Purchase Decision for Specs Brand Futsal Shoes in Madiun City.

H3: It is suspected that price has a significant influence on the decision to purchase Specs brand futsal shoes in Madiun City.

H4: It is suspected that fanaticism has a significant influence on the decision to purchase Specs brand futsal shoes in Madiun City.

B. METHOD

This study applies a quantitative approach with an explanatory method to examine the influence of product innovation, product quality, price, and *fanaticism* on purchasing decisions for Specs brand futsal shoes in Madiun City. This study was conducted from March to July 2026. The sampling technique in this study used *purposive sampling* with the *Purposive Sampling method*. Data analysis was carried out using IBM SPSS Version 25, including descriptive statistics, validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, and coefficients of determination (R^2).

C. RESULTS AND DISCUSSION

This study uses primary data which includes the variables Product Innovation (X1), Product Quality (X2), Price (X3), *Fanaticism* (X4) on the Purchase Decision (Y) of Specs Brand Futsal Shoes in Madiun City. The research sample consisted of 385 respondents who were determined using *purposive sampling* techniques. *This technique* is used to determine the sample based on certain considerations. There are several reasons for using this technique, including ensuring compliance with quantitative research. This study used *a purposive sampling technique* because the researcher selected respondents based on certain criteria that align with the research objectives. Based on the data obtained, further analysis yielded the following research findings:

Test Validity

The validity of the instrument was tested by comparing the calculated r-value (r-count) of each item with the r-table value of 0.100 ($n = 385$, $\alpha = 0.05$, $df = n - 5$). The validity test results showed that all items measuring *digital marketing* (10 items), product innovation (6 items), product quality (8 items), price (10 items), *fanaticism* (8 items), and purchasing decisions (10 items) produced r-count values greater than the r-table values, indicating that all items were valid.

Table 1. Validity Test Results

Variables	Goods	Number of r Count	Table r Table	Conclusion
Product Innovation (X ₁)	X1.1	0.434	0.100	VALID
	X1.2	0.436	0.100	VALID
	X1.3	0.418	0.100	VALID
	X1.4	0.683	0.100	VALID
	X1.5	0.453	0.100	VALID
	X1.6	0.670	0.100	VALID
Product Quality (X ₂)	X2.1	0,571	0,100	VALID
	X2.2	0,559	0,100	VALID
	X2.3	0,647	0,100	VALID
	X2.4	0,631	0,100	VALID
	X2.5	0,518	0,100	VALID
	X2.6	0,652	0,100	VALID
	X2.7	0,650	0,100	VALID
	X2.8	0,688	0,100	VALID
Harga (X ₃)	X3.1	0,277	0,100	VALID
	X3.2	0,546	0,100	VALID
	X3.3	0,446	0,100	VALID
	X3.4	0,624	0,100	VALID
	X3.5	0,431	0,100	VALID
	X3.6	0,484	0,100	VALID
	X3.7	0,466	0,100	VALID
	X3.8	0,631	0,100	VALID
	X3.9	0,353	0,100	VALID
	X3.10	0,659	0,100	VALID
Fanatisme (X ₄)	X4.1	0,277	0,100	VALID
	X4.2	0,523	0,100	VALID
	X4.3	0,467	0,100	VALID
	X4.4	0,579	0,100	VALID
	X4.5	0,476	0,100	VALID
	X4.6	0,632	0,100	VALID
	X4.7	0,424	0,100	VALID
	X4.8	0,711	0,100	VALID
Keputusan Pembelian (Y)	Y1.1	0,266	0,100	VALID
	Y1.2	0,516	0,100	VALID
	Y1.3	0,521	0,100	VALID

	Y1.4	0,543	0,100	VALID
	Y1.5	0.482	0.100	VALID
	Y1.6	0.603	0.100	VALID
	Y1.7	0.434	0.100	VALID
	Y1.8	0.587	0.100	VALID
	Y1.9	0.459	0.100	VALID
	Y1.10	0.658	0.100	VALID

Testing Reliability

Table 2. Reliability Test Results

Variables	Alfa Cronbach	Criteria	Information
Product Innovation (X1)	0.652	> 0.60	Reliable
Product Quality (X2)	0.764	> 0.60	Reliable
Price (X3)	0.649	> 0.60	Reliable
<i>Fanaticism</i> (X4)	0.700	> 0.60	Reliable

Table 2 shows that the four variables produced Cronbach's Alpha values above the minimum threshold of 0.60, which indicates that the research instrument is reliable and internally consistent, making it suitable for collecting research data.

Classical Test Assumptions

Normality Test

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov		
		Unstandardized Residual
N		385 ^c
Exponential parameters. ^{a,b}	Mean	1.1851380
Most Extreme Differences	Absolute	.084
	Positive	.065
	Negative	-.084
Kolmogorov-Smirnov Z		1,297
Asymp. Sig. (2-tailed)		.069
a. Test Distribution is Exponential.		
b. Calculated from data.		
c. There are 147 values outside the specified distribution range. These values are skipped.		
d. Numerical difficulties prevent calculation.		

The normality test was performed using the One-Sample Kolmogorov-Smirnov test. The results yielded a normality test value of Asymp. Sig. (2-tailed) of 0.069, which is greater than the significance threshold of 0.05. This result indicates that the residual data in the regression model is normally distributed.

Multicollinearity Test

Table 4 Multicollinearity Test Results

Variables	Tolerance	VIF	Information
Product Innovation (X1)	.464	2.155	There is no multicollinearity
Product Quality (X2)	.996	1.004	There is no multicollinearity
Price (X3)	.310	3.230	There is no multicollinearity
Fanaticism (X4)	.358	2.791	There is no multicollinearity

Table 4 shows that the three independent variables produce tolerance values above 0.10 and VIF values below 10, which indicates that there is no multicollinearity problem among the independent variables used in this study.

Heteroscedasticity Test

Table 5 Heteroscedasticity Test Results (Glejser)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,258	1,121		4,693	.000
	Product Innovation (X1)	-.043	.055	-.056	-.775	.439
	Product Quality (X2)	.011	.027	.021	.419	.675
	Price (X3)	.038	.042	.079	.893	.372
	<i>Fanaticism</i> (X4)	-.174	.048	-.297	-3,605	.000
a. Dependent Variable: ABS_RES2						

The heteroscedasticity test was conducted using the Glejser method, by regressing the absolute residual value against the independent variables. The regression model is considered free from heteroscedasticity if the significance value of each independent variable is greater than 0.05. Table 5 shows that the significance values for product innovation, product quality, and price are all greater than 0.05, indicating that the regression model used in this study is free from heteroscedasticity problems. However, the *fanaticism variable* has a value less than 0.05, indicating symptoms of heteroscedasticity.

Hypothesis Testing

t-test

Table 6 Results of the t-test

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,153	1,532		1,405	.161
	Product Innovation (X1)	.381	.076	.230	5,045	.000
	Product Quality (X2)	.050	.036	.042	1,361	.174
	Price (X3)	.412	.058	.400	7,158	.000
	Fanaticism (X4)	.311	.066	.245	4,709	.000

a. Dependent Variable: Purchase Decision (Y)

The t-test results show that *product innovation* has a *t- value* of 5.045 with a significance value of 0.000 (<0.05). *Product quality* has a *t- value* of 1.361 with a significance value of 0.174 (>0.05), while *price* has a *t- value* of 7.158 with a significance value of 0.000 (<0.05) and *fanaticism* has a *t- value* of 4.709 with a significance value of 0.000 (<0.05). These results indicate that *product innovation*, *price*, and *fanaticism* partially have a significant effect on *purchasing decisions*, while *product quality* does not have a significant effect on *purchasing decisions*. Thus, the hypothesis of *product innovation*, *price*, and *fanaticism* is accepted, while the hypothesis of *product quality* is rejected. Based on the standardized coefficient value (Beta), *product innovation* has a Beta value of 0.230, *product quality* of 0.042, *price* of 0.400, and *fanaticism* of 0.245. Thus, price makes the most dominant contribution to purchasing decisions, compared to *product innovation*, *product quality*, and *fanaticism*.

Determination of Test Coefficient

Table 7 Results of the Determination Efficiency Test (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
.795 ^a	.671 ^a	.451	.443	1,399
a. Predictors: (Constant), Fanaticism (X4), Product Quality (X2), Product Innovation (X1), Price (X3)				
b. Dependent Variable: Purchase Decision (Y)				

The coefficient of determination analysis produces an *R Square value* of 0.671 and an *Adjusted R Square value* of 0.443 or 44.3%, which means that the *Purchasing Decision* (Y) can be explained by the variables *Product Innovation* (X1), *Product Quality* (X2), *Price* (X3),

and *Fanaticism* (X4), while the remaining 55.7% is explained by other variables not included in this research model.

D. CONCLUSION

Based on the results of the data analysis and discussion, it can be concluded that Product Innovation, Price, and *Fanaticism* each have a positive and significant influence on the Purchase Decision of Specs brand futsal shoes for consumers in Madiun City. Meanwhile, Product Quality does not have a significant influence on Purchase Decisions. These results indicate that the better the product innovation, the more appropriate the price offered, and the stronger the consumer *fanaticism* towards the Specs brand, the higher the consumer decision to make a purchase. Among the four variables, Price provides the most dominant contribution to Purchase Decisions compared to Product Innovation, Product Quality, and *Fanaticism*.

This study has several limitations that should be considered. The study was conducted only on consumers of Specs brand futsal shoes in Madiun City, so the results cannot necessarily be generalized to consumers in other regions with different characteristics. Furthermore, the study used questionnaire data sourced from respondents' perceptions, which may allow for subjectivity or bias in the responses. Therefore, future research is expected to use a broader sample size, involve consumers from various regions, and add other variables such as brand image, promotion, brand loyalty, consumer satisfaction, *brand awareness*, or product design to obtain more comprehensive results.

E. SUGGESTION

Based on the research findings, Specs management is advised to maintain and improve its pricing strategy because price has the most dominant contribution to purchasing decisions. A competitive pricing strategy that aligns with product benefits needs to be maintained to increase consumer purchasing interest. Product innovation also needs to be continuously developed through design, technology, comfort, and product variations that suit the needs of futsal players. Although Product Quality does not have a significant influence, the company still needs to maintain quality in terms of durability,

comfort, performance, and product design. In addition, consumer fanaticism needs to be strengthened through community activities, tournament sponsorships, promotions, and involvement with futsal players or clubs. Considering that Price has the most dominant contribution, the company needs to pay more attention to its pricing strategy. Future researchers are advised to add other variables such as *brand image*, *promotion*, *brand loyalty*, *consumer satisfaction*, or *brand awareness*, and use a wider sample for more comprehensive research results.

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