

SOCIAL MEDIA, CELEBRITY ENDORSEMENT, PRODUCT DESIGN, QUALITY, AND ORTUSEIGHT FUTSAL SHOE PURCHASE DECISIONS IN MADIUN

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Abstrak

Penelitian ini untuk memberikan sebuah bukti empiris mengenai Pengaruh Media Sosial, *Celebrity Endorsement*, Design Produk, Dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Futsal Merek “ORTUSEIGHT” (Studi Kasus Pengguna Sepatu futsal "ORTUSEIGHT" di Kota Madiun). Jenis penelitian ini yaitu penelitian deskriptif dengan pendekatan kuantitatif. Sampel dalam penelitian ini berjumlah 385 responden. Metode pengambilan sampel yaitu menggunakan metode *purposive sampling*. Pengumpulan data dalam penelitian ini menggunakan kuesioner. Teknik analisis data pada penelitian ini menggunakan alat uji berupa software SmartSPSS 25. Hasil penelitian membuktikan bahwa Media Sosial (X1), *Celebrity Endorsment* (X2), Desain Produk (X3) memiliki pengaruh positif dan signifikan terhadap Keputusan Pembelian (Y) pada Studi Kasus Pengguna Sepatu Futsal "Ortuseight" di Kota Madiun,

Kata Kunci : *Celebrity Endorsment*, Desain Produk, Kualitas Produk, Keputusan Pembelian, dan Media Sosial.

Abstract

This study aims to provide empirical evidence regarding the influence of social media, celebrity endorsement, product design, and product quality on purchasing decisions for "ORTUSEIGHT" brand futsal shoes (case study of "ORTUSEIGHT" futsal shoe users in Madiun City). This type of research is descriptive research with a quantitative approach. The sample in this study amounted to 385 respondents. The sampling method used a purposive sampling method. Data collection in this study used a questionnaire. The data analysis technique in this study used a test tool in the form of SmartSPSS 25 software. The results of the study prove that social media (X1), celebrity endorsement (X2), product design (X3) have a positive and significant influence on purchasing decisions (Y) in the case study of "ORTUSEIGHT" futsal shoe users in Madiun City .

Keywords : *Celebrity Endorsement, Product Design, Product Quality, Purchasing Decisions, and Social Media.*

A. INTRODUCTION

Sports activities are an inseparable part of all aspects of human life, this situation provides a more specific understanding of the implementation of sports that are influenced by biological, psychological, environmental, socio-cultural aspects. and the highest achievements in order to improve the nation's image and national pride (Pristiansyah et al., 2022) . The development of the sports sector is aimed at various sports that are commonly competed in, such as Futsal (Pristiansyah et al., 2022) . The field of futsal is a popular sport in the world, futsal is a ball game played by two teams, where each team consists of 5 core players and their reserves, the form of the ball game is similar to soccer, but there are several differences such as basic techniques, field size, ball size and number of players (Arifin et al., 2024) .

Madiun City is one of the areas with a high level of enthusiasm for sports, particularly futsal. The presence of several futsal clubs in Madiun City, both men's and women's, demonstrates the city's growing popularity and popularity. These clubs typically hold training sessions on specific days , simply to gather and prepare for futsal tournaments. Madiun City itself boasts numerous futsal fields, including the Wilis Sports Hall, Cendekia Sports Hall, Madiun Futsal Village, Rado Futsal Field, Gamary Futsal, and others .

In this situation, manufacturers are unwilling to miss out on opportunities, aggressively producing shoes of various brands and types, even highly competitive in terms of shape, color, and technological sophistication. As we know, in the domestic sector, there are three well-known manufacturers: Ortuseight, Specs, Mills, and foreign manufacturers such as Nike, Adidas, Puma, and others. Currently, prospective consumers are also increasingly careful in selecting products before they decide to buy. Below is sales data from several sports stores in Madiun City that sell futsal shoes:

Table 1 Sales Data from Several Sports Stores in Madiun City That Sell Futsal Shoes

No	Brand	Store Name		
		Kancil Sport	Two Wings	Rank Sports
		2024-2025	2024-2025	2024-2025
1	Ortuseight	87	23	154
2	Specs	82	18	132
3	Mills	42	-	46
4	Nike	-	12	35
5	Adidas	-	18	21
6	Mizuno	-	9	14
7	League	20	-	33
8	Calci	-	-	3
9	Diadora	-	-	5

Source: Data on sports equipment sales at sports shops in Madiun City, (2025)

The data in Table 1 shows that there is sales competition between several futsal shoe brands in Madiun City. Based on the sales table above, the Ortuseight brand of futsal shoes still dominates in terms of sales in Madiun City. A field survey conducted by the author at three sporting goods stores in Madiun City in 2025 yielded data on sales of each type of sporting goods. The data are as follows:

Table 2: Sales Data of Several Sports Stores in Madiun City for 2024-2025

No	Type	Store Name		
		Kancil Sport	Two Wings	Rank Sports
		2024-2025	2024-2025	2024-2025
1	Futsal Shoes	453	112	263
2	Football Boots	411	121	244
3	Running Shoes	167	66	187
4	Football Jersey	186	221	122

Source: Data on sports equipment sales at sports shops in Madiun City, (2025)

Table 2 above shows that futsal shoes are among the top three sports stores in Madiun with the highest sales of sports equipment. This data demonstrates that futsal shoes are one of the most sought-after sports equipment among consumers, especially in the Madiun market. Ortuseight is a manufacturing company specializing in sports equipment production based in Tangerang, Banten Province, Indonesia. Founded in 2018, Ortuseight produces shoes and sports shirts. The company name is PT. Vita Nova Atletik.

Purchasing decisions are a process in which consumers identify their problems, seek information about a particular product or brand, and evaluate how well each alternative can solve their problems, which then leads to a purchasing decision (Aprilia et al., 2023) . Based on the purchasing context, there are factors that support its role, such as social media, *celebrity endorsements*, product design, price, *word of mouth* , *brand image* , and product quality. These factors have a very significant role in influencing a product's purchasing decision (Matheos et al., 2021; Pertiwi & Rahayu, 2020; Rahmi et al., 2024) . Social media is a future projection of consumer behavior that will significantly contribute to a consumer's attitude in purchasing a product from a digital platform (Febrianoor et al., 2022) .



Figure 1Physical Evidence of the Instagram Social Media Platform of Several Local Indonesian Futsal Shoe Brands

Table 3Number of Instagram Social Media Followers by Year

No	Type	Futsal Shoe Brand Names		
		Specs	Ortuseight	Mills
1	2022	453 thousand	112 thousand	163 thousand
2	2023	590 thousand	221 thousand	234 thousand
3	2024	699 thousand	489 thousand	352 thousand
4	2025	895 thousand	856 thousand	486 thousand

Source: Social Blade Website (2025)

Based on the image of the social media platform with the highest number of *followers* on Specs products with 895 thousand *followers* , Ortuseight social media with 856 thousand *followers* , and Mills social media with 486 thousand *followers* . *Celebrity Endorsement* is when a famous artist or other famous person supports a product with the aim of making the product better known

and many people are interested in buying it (Aunillah & Himawan, 2024) . This can be associated with indicators in *celebrity endorsements* including Rio Pangestu as a futsal athlete who is experienced in futsal sports so that he becomes *the Brand Ambassador* of Ortuseight products , Evan Movic finally gets a contract in the Thai league. Therefore, the Specs brand dares to take steps to make him a *Brand Ambassador* , and futsal player Bambang Bayu Saptaji gets a contract in the Asian league, specifically in Japan. Therefore, the Mills brand dares to take steps to make him a *Brand Ambassador*.

Product design is one of the important aspects that manufacturers must consider when creating a product. Product design can build a product's reputation or identity. Product design serves as a characteristic that differentiates the product from similar products from competitors (Aprilia & Darmawan, 2025) . This can be seen in the following image:



Figure 2Futsal Shoe Products from the Ortuseight Brand, Futsal Shoe Products from the Specs Brand, & Futsal Shoe Products from the Mills Brand

Source: Social Media Instagram (2025)

In Figure 2, the Ortuseight brand futsal shoe product can be aligned with product design indicators, including the indicator of product design meaning . In Figure 3, the Specs brand futsal shoe product can be aligned with the product design indicators physically, Specs shoes have a sturdy and strong shape because they use selected materials. In Table 4, the Mills brand futsal shoe product can be aligned with the product design indicators, specifically the uniqueness of the Mills shoe product lies in its very light weight when compared to several competing products (Adonis & Silintowe, 2021) .

Product quality is a key tool in establishing market *positioning* . If a product successfully performs its function, it is considered to be of high quality (Adonis & Silintowe, 2021) . Based on product quality, a product's capacity to demonstrate its qualities, such as sturdiness, accuracy, ease of use, and ease of repair, is known as its quality (You & Husda, 2024) . This can be adapted from indicators for Ortuseight, Space, and Mills products.

In Ortuseight products, Specs, and Mills can both be measured by product quality indicators such as measuring *Performance* , *Features* , *Conformance to specifications* , *Durability* , *Serviceability* (ability to be repaired, *Aesthetics*), *Fit and finish* (consumer perception) in Ortuseight products can be said to have a very good impression because Ortuseight prioritizes very fast innovation and follows the developments of the times from shape, color, design, quality and even there are some problems they immediately quickly respond well and make the best improvements (Pertiwi & Rahayu, 2020) .

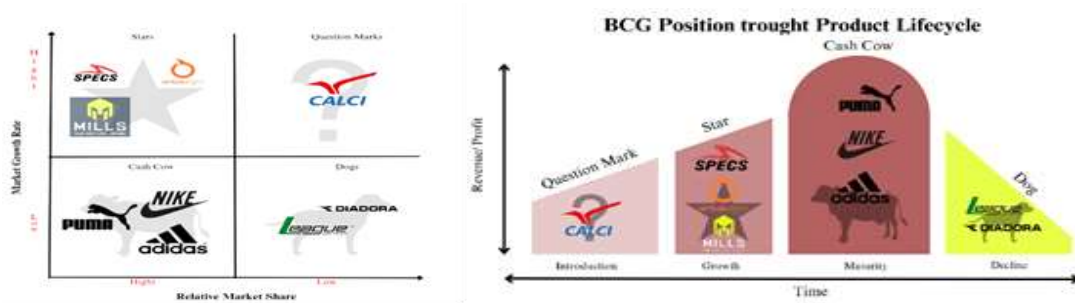


Figure 3 BCG Matrix of Futsal Shoe Company

Source: BCG Matrix Market Ortuseight Indonesia (2025)

Based on this phenomenon, the BCG Matrix analysis shows that Ortuseight falls into the *stars category*. The *stars* category has a high market share and a high level of competition. This demonstrates that Ortuseight dominates futsal shoe sales data but faces stiff competition from its competitors. Therefore, an ideal strategy is needed to overcome this.

Based on the background phenomenon of the problem that has been described above and the theory that has been put forward, the researcher is interested in conducting research with the

title **SOCIAL MEDIA, CELEBRITY ENDORSEMENT, PRODUCT DESIGN, QUALITY, AND ORTUSEIGHT FUTSAL SHOE PURCHASE DECISIONS IN MADIUN**

B. METHOD

This research was conducted on consumers in purchasing decisions of users of the “Ortuseight” brand futsal shoes in Madiun City . The data used in this study is primary data. The primary data itself is data requested from respondents in the form of answers to questionnaires with several variables of Social Media (X1), Celebrity Endorsement (X2), Product Design (X3), and Product Quality (X4), as well as Purchasing Decisions (Y). The data obtained was then *scored* so that it became research data to be processed. The technique used for purchasing decisions of users of the “Ortuseight” brand futsal shoes in Madiun City is using the purposive sampling technique . The population and sample in this study can be formulated by taking a sample of 385 users of the “Ortuseight” brand futsal shoes in Madiun City.

C. RESULTS AND DISCUSSION

The population used in this study are users of futsal shoes brand "Ortuseight" in Madiun City . This study was conducted using a sampling technique with a *purposive sampling method* in determining the sample. Based on the results of the calculations in the distribution of questionnaires to consumers of futsal shoes brand "Ortuseight" in Madiun City as many as 385 respondents. Characteristics in data collection in this study include age, gender, occupation, income/salary, product purchases, product purchase platforms, and domicile. Regarding the results of the number are respondents who filled out the questionnaire in futsal shoes brand "Ortuseight" users in Madiun City from interest in futsal sports shoes in Madiun City, with this it can be seen that, from the results of the respondent characteristic category data as follows:

Table 4Characteristics Based on Age

Age	Amount	Presentation
16 Years – 19 Years	167	43%
20 Years - 25 Years	196	51%

Age	Amount	Presentation
26 Years – 30 Years	15	4%
> 31 Years.	7	2%
Total	385	100%

Source: Research Data 2025

Based on table 4 above, it can be seen that of the 385 respondents aged 16-19 years , 167 people (43%), 196 people (51%) aged 20-25 years, 15 people (4%) aged 26-30 years , and 7 people (2%) aged > 31 years. These results can be concluded that the majority of futsal shoe buyers in Madiun City are aged 20-25 years , where this age group is the respondent who occupies the highest level of people who buy futsal shoe products in Madiun City.

Table 5 Characteristics Based on Gender

Gender	Jump	Presentation
Man	309	80%
Woman	76	20%
Total	385	100%

Source: Research Data 2025

Characteristics based on gender can be seen in the following table 5, which shows that consumers who want to buy futsal shoes in Madiun City are dominated by men with a total of 309 people, representing a percentage of 80%, and women with a total of 76 people, representing a percentage of 20%. This is because male respondents dominate in purchasing these products because men prioritize the function and quality of futsal shoes.

Table 6 Characteristics Based on Occupation

Work	Amount	Presentation
Students	148	38%
Student	215	56%
Work	22	6%
Total	385	100%

Source: Research Data 2025

Based on table 6, it can be seen that of the 385 respondents, the occupation of some respondents is students, namely 148 people (38%), respondents as students as many as 215 people (56%), respondents who work as workers as many as 22 people (6%). The results of the respondents' type of work that is most common is the type of work for students.

Table 7 Characteristics Based on Income

Income	Amount	Presentation
< Rp. 1,000,000	80	21%
Rp1,000,000 – Rp2,000,000	196	51%
Rp2,100,000 – Rp3,000,000	97	25%
> Rp. 3,000,000	12	3%
Total	385	100%

Source: Research Data 2025

Based on Table 7 shows that the income of some respondents can be seen that of the 385 consumer respondents who purchased futsal shoe products in Madiun City have differences in each person's salary. For research respondents at the salary level <Rp1,000,000 as many as 80 people (21%), the salary level of Rp1,000,000 - Rp2,000,000 as many as 196 people (51%), the salary level of Rp2,100,000-Rp3,000,000 as many as 97 people (25%), and the salary level> Rp3,000,000 as many as 12 people (3%). Proportionally based on the data on the level of salary of respondents as consumers who buy futsal shoe products in Madiun City has the highest percentage at the salary level of Rp1,000,000 - Rp2,000,000 with a total of 196 people (51%) respondents.

Table 8 Characteristics Based on Product Purchases

Product Purchase	Amount	Presentation
Never Bought	2	1%
1 Time Purchase	10	3%
2-5 Times Purchase	195	51%
>5 Times Purchase	178	46%
Total	385	100%

Source: Research Data 2025

The results of table 8 show that of the 385 respondents who purchased the product, some of the respondents were respondents who never purchased, namely 2 people (1%), respondents who purchased once were 10 people (3%), respondents who purchased 2-5 times were 195 people (51%), and respondents who purchased >5 times were 178 people (48%). The results of the respondents' most common type of product purchase was the type of product purchase of 2-5 times.

Table 9 Characteristics Based on Product Purchase Platform

Media Platform	Amount	Presentation
Social Media Instagram	385	100%

Media Platform	Amount	Presentation
Total	385	100%

Source: Research Data 2025

Table 9 shows that respondents' characteristics based on product purchasing platform are that they purchase using the social media platform Instagram as their purchasing influence. This is because some respondents who purchase using the social media platform Instagram have conducted research and seen several *reviews* on Instagram and have felt influenced by several *brand ambassadors* for the product.

Table 10 Characteristics Based on Domicile

Domicile	Amount	Presentation
Madiun City	385	100%
Total	385	100%

Source: Research Data 2025

The results in Table 10 show that 385 consumers who want to buy futsal shoes are domiciled in Madiun City, representing a percentage of 100%. This is because the research was conducted in Madiun City, specifically, which is the subject of the study.

Normality Test

According to Ghozali (2018) , this normality test is used to assess or analyze whether the independent and residual variables or confounding variables in the regression model have a normal distribution. The normality test in this study can be carried out using the *Kolmogorov-Smirnoff* (KS) statistical test. This test is based on the *Kolmogorov-Smirnoff* Test on the model being tested. The criteria used in decision-making in the *Kolmogorov-Smirnov test* are that if the significance value of the residual variable is > 0.05 , it can be said that the data is normally distributed. The results of *the Kolmogorov-Smirnoff test* can be seen in Table 11 as follows.

Table 11 Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		385
Normal Parameters ^{a,b}	.0000000	.0000000
	1.88461043	1.43193827
Most Extreme Differences	.069	.068
	.037	.032

	-.069	-.068
Test Statistics		.069
Asymp. Sig. (2-tailed)		.010 ^c
Exact Sig. (2-tailed)		.147
Point Probability		.000
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data processed in SPSS program (2025)

Based on Table 11, the results of the normality test show that the Exact Sig value is 0.147 > 0.05. The conclusion from the research results above can be said that all data used in this study is normally distributed.

Partial Test (T-Test)

This partial test can be conducted to examine the effect of the independent variable on the dependent variable. The t-test decision can be made based on a significance value <0.05, thus the hypothesis is accepted. The t-test results are shown in Table 12 as follows:

Table 12 T-Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-.071	.633		.911
	Social Media (X1)	.200	.053	.193	.000
	Celebrity Endorsement (X2)	.155	.052	.114	.003
	Product Design (X3)	.205	.039	.238	.000
	Product Quality (X4)	.222	.031	.413	.000

a. Dependent Variable: Purchase Decision (Y)

Source: SPSS Output (Processed)

Criteria are H_0 is accepted if: $t_{\text{count}} > t_{\text{table}}$ and H_0 is rejected if: $t_{\text{count}} \geq t_{\text{table}}$. The critical value with a significant level of $\alpha = 5\%$. To obtain the t_{table} , a two-sided test is used (with a significant level (α) = 0.05 (5%) and degrees of freedom = $n - k = 385 - 5 = 380$, with a t_{table} value of 1.966). Regarding the comparison, it shows that the social media variable, *Celebrity*

endorsement , product design, and product quality have a significant influence on the purchasing decision of “Ortuseight” brand futsal shoes in Madiun City .

Determination Test

R^2 test is used to measure the extent to which other models explain changes in the dependent variable . The coefficient of determination is used to test *the goodness-of-fit* of the regression model. Based on the test results using SPSS, the following values were obtained:

Table 13 Results of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.902 ^a	.813	.811	1,864
a. Predictors: (Constant), Product Quality (X4), Product Design (X3), <i>Celebrity Endorsement</i> (X2), Social Media (X1)				
b. Dependent Variable: Purchase Decision (Y)				

Source: SPSS Output (Processed)

Based on the results in table 13, the R Square value is 0.813 and the Adjusted R Square value is 0.811 or 81.1%, which means that the Purchasing Decision (Y) can be explained by the variables Social Media (X1), *Celebrity Endorsement* (X2), Product Design (X3), and Product Quality (X4) while the remaining 18.9% is explained by variables not included in this research model.

D. CONCLUSION

Based on the results of the data analysis, it can be concluded that Social Media, *Celebrity Endorsement* , Product Design, Product Quality have a positive and significant influence on the Purchase Decision for "Ortuseight" Brand Futsal Shoes (Case Study of "Ortuseight" Futsal Shoe Users in Madiun City) " .

E. SUGGESTION

Suggestions for further researchers are suggested to the manufacturer of Ortuseight brand futsal shoes to pay more attention to the design, comfort, and quality of the product, this is because

it can have a significant impact on the purchasing decision of Ortuseight brand futsal shoes in Madiun City and the manufacturer of Ortuseight brand shoes aims to provide more professional work towards the responsibilities of employees in order to create products that have a very good level of quality.

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