
THE EFFECT OF PRODUCT QUALITY, PRICE, AND LIFESTYLE ON THE INTEREST IN BUYING SKETCHER SHOES IN STUDENTS IN THE CITY OF TANGERANG, BANTEN PROVINCE

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ABSTRACT

This study aims to determine product quality, price, and lifestyle on the interest in buying sketcher shoes among students in Tangerang City, Banten Province. This type of research is descriptive quantitative with multiple regression analysis methods. The research population is all students in 5 (five) universities in Tangerang City who use Sketcher shoes. The sample in this study amounted to 150 respondents using purposive sampling. The results of the study partially show that product quality, price and lifestyle have a significant effect on buying interest. Product quality has a significant effect on buying interest because Sketcher shoes have benefits and use for various situations and conditions. They have very varied and unique motifs and models and are comfortable to use on the feet. Price has a significant effect on buying interest because the price of Sketcher shoes is very affordable according to their pocket money, which is still dependent on their parents. Lifestyle has a significant effect on buying interest because Sketcher shoes are in accordance with the lifestyle of Tangerang City students, namely flexible and practical, which can be used for daily activities on campus.

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INTRODUCTION

The role of technology today is beneficial for manufacturers to make high-quality shoes and a large number of shoe product capacities. Shoes that have the best quality, one of which is the Sketcher which has different features and designs from other shoes because

it has the best and high quality. Other products that Sketcher has include jackets, bags, t-shirts, pants, and sandals. Most of the Sketcher shoes are sneakers, which not only protect the feet but also provide comfort that is usually used on the feet without experiencing abrasions and soreness. This is because Sketcher shoes use quality materials, such as leather, mesh, upper, and insole; there are many sneaker models that Sketcher shoes have that can be chosen according to style.

The way to grow consumer buying interest is how the company creates the quality of a product to become better and higher. The product is considered quality if the product can meet customers' expectations (Akbar, 2021). Initially, Sketcher was made for sports users. With design updates, finally, the Sketcher shoes turned into shoes that can be used for various situations and conditions. Until now, Sketcher can maintain its market, and it is proven that Sketcher shoes can create varied and unique motifs and models following the times so that they can excel and are loved by fans, especially young people such as students. Sketcher shoes offer several advantages that are offered to fans, from product quality,

The price expected by consumers is a product purchased in accordance with the quality, benefits, and uses of the product so that consumers are interested in buying a product. Besides that, an affordable price is expected for consumers to buy the product (Susanti & Handayani, 2021). The price of Sketcher shoes is directly proportional to the excellent and high quality, seen from the very simple, charming, and simple design according to the choices and desires of young people, especially students. Sketcher shoes have many types of sneakers, so students can choose the type of Sketcher shoes that they find very affordable. So the price of Sketcher shoes is in accordance with their money, which still depends on their parents' pocket money.

A person's lifestyle is shown in his lifestyle seen from daily life, including interests, activities, financial conditions, and the environment (Lombogia, 2021). The development of student lifestyle is now in accordance with the type of Sketcher shoes used comfortably and healthily made with leather, mesh, upper, and insole materials. Sketcher shoes feature casual, and trendy types of shoes. The Sketcher type of shoe is made by the manufacturer according to the lifestyle of students whose daily activities are primarily carried out on campus. Sketcher shoes are essential to use during daily activities so that the feet can be protected from heat and unexpected disturbances. The up-to-date model is owned by Sketcher shoes and has a level of safety and comfort, not only used for sports but also for daily activities such as sightseeing and going to campus. Sketcher shoes are used by students because they have advantages that are very suitable to the situation and conditions so that Sketcher shoes can maintain their market. For this reason, companies need to identify product quality, price, and lifestyle that can influence student confidence in a product in determining purchase interest. Sketcher shoes display various models, which shows that students are very interested in buying Sketcher brand shoes.

LITERATURE REVIEW

Product Quality

Consumer expectations are how the general nature and characteristics of a service or product can satisfy their needs (Kumrotin & Susanti, 2021). Satisfaction can be fulfilled if the quality of a service or product is in accordance with what consumers want or exceeds consumer expectations (Fadhli & Pratiwi, 2021). Manufacturers create a service

or product that is of good, and high quality will result in good relationships with consumers who ultimately make repeated purchases that will make consumers loyal to the service or product and will get loyal customers using the services or products offered (Santoso, 2019). Products are divided according to levels, namely (Sutio, 2018): (1) Core products, which provide consumers with the primary uses or benefits of a product; (2) Generic products, namely giving consumers about the function of a product; (3) Expected products, which provide consumers with expectations of a set of conditions and attributes that will be purchased at that time; (4) Additional products, namely providing consumers with additional benefits and services, which differ between the company's product offerings and the product offerings of other competing companies; (5) Potential products, namely all additions and transformations to the product that may be carried out in the future. This differs between the company's product offerings and the product offerings of other competing companies; (5) Potential products, namely all additions and transformations to the product that may be carried out in the future. This differs between the company's product offerings and the product offerings of other competing companies; (5) Potential products, namely all additions and transformations to the product that may be carried out in the future.

Price

The price set by the company aims to generate profits that affect the position of determining its product based on quality (Maulana, 2016). Consumers have to pay some money to the seller to get a service or product, followed by consumer purchasing power by looking at profit factors, competitors' costs, and market desires that are constantly changing (Mahmud & Khofifah, 2021). Price is one of the elements of the marketing mix that creates revenue for the company. The main price activities include price lists, payment periods, and rebates (Manumpil et al., 2021). There are four price characteristics, namely price suitability with product quality, price suitability with product benefits, price affordability, and price competitiveness (Regita & Kusnanto, 2021).

Lifestyle

A person's lifestyle, shown in interests, activities, and opinions, is called a lifestyle (Suryani & Kristiyani, 2021). Lifestyle can be shown by how to allocate time and how to spend money. To achieve the desired lifestyle, a person can spend more to consume the desired service or goods (Ndraha et al., 2021). Lifestyle reflects a person's overall personal relationship with his environment, including his interests, activities, and opinions in the form of money to spend on a service or product, followed by how to allocate his time (Rahyu et al., 2015).

Buying Interest

Buying interest is when consumers are interested in a service or product by how to get additional information (Suyaman, 2021). Buying interest will arise in consumers seen from the financial condition of consumers, and it cannot be predicted how consumers will get a service or product because no one will know how consumers get the money to get a service or product (Shahnaz & Wahyono, 2016). The positive attitude that consumers have toward a service or product will create buying interest in a service or product (Ahdiany, 2021). The possibility of consumer buying interest occurs when

searching for information from various sources that prove the benefits and uses that exist in a service or product (Harahap & Amanah, 2018).

RESEARCH METHODOLOGY

This type of research is descriptive quantitative to find the effect of product quality, price, and lifestyle on the interest in buying Sketcher shoes in Tangerang City students. The method uses multiple regression analysis. The locations of this research were: (1) Muhammadiyah University of Tangerang; (2) Sheikh Yusuf Islamic University of Tangerang; (3) Surya University; (4) Buddhist Dharma University; (5) STT Yuppentek. The research population is all students in 5 (five) universities in Tangerang City who use Sketcher shoes. The sample in this study amounted to 150 respondents because, according to Sugiyono (2017) that the number of samples suitable for research is more than 30 respondents. The sampling technique used was purposive sampling, namely 5 (five) universities in Tangerang City that used Sketcher shoes.

RESULTS AND DISCUSSION

Table 1. Characteristics of Respondents

	Number of Respondents	Percent
Have you ever bought Sketcher shoes?		
Yes	150	100%
Never	0	0%
Purchase Frequency		
1 time	30	20%
2 times	44	29%
> 2 times	65	51%
Age		
< 18 years old	12	8%
18-20 years old	43	29%
21-23 years old	68	45%
>23 years old	27	18%
Gender		
Man	91	61%
Woman	59	39%
University		
Tangerang Muhammadiyah University	22	15%
Sheikh Yusuf Islamic University Tangerang	26	17%
Solar University	32	21%
Buddhist Dharma University	31	21%
STT Yuppentek	39	26%
Monthly Pocket Money		
IDR 500,000- IDR 1,000,000	29	19%
IDR 1,100,000- IDR 1,500,000	68	45%
> IDR 1,500,000	53	35%

The respondent's characteristics show that 100% of all respondents have used Sketcher shoes. Then the respondents who often buy Sketcher shoes are more than twice as many as 65 people, with a percentage of 51%. In contrast, respondents based on age who often use Sketcher shoes are aged 21-23, as many as 68 people with a percentage of 45%. Furthermore, respondents based on gender who often use Sketcher shoes are 91 men,

with a percentage of 61%. Then the respondents who often use Sketcher shoes are from STT Yupentek, as many as 39 people with a percentage of 26%.

Table 2. Validity Test

Variable	Statement Items	r-count	r-table
Product Quality	X1.1	0.652	1,614
	X1.2	0.722	1,614
	X1.3	0.837	1,614
	X1.4	0.651	1,614
	X1.5	0.666	1,614
Price	X2.1	0.628	1,614
	X2.2	0.664	1,614
	X2.3	0.653	1,614
	X2.4	0.631	1,614
	X2.5	0.718	1,614
Lifestyle	X3.1	0.669	1,614
	X3.2	0.780	1,614
	X3.3	0.635	1,614
	X3.4	0.719	1,614
	X3.5	0.605	1,614
Buying interest	Y1	0.788	1,614
	Y2	0.681	1,614
	Y3	0.629	1,614
	Y4	0.711	1,614
	Y5	0.546	1,614

The results of the validity test show that all statement items are valid because all statement items have an r-count greater than the r-table (1.614).

Table 3. Reliability Test

Variable	Cronbach's Alpha	N of items
X1	0.834	5
X2	0.701	5
X3	0.724	5
Y	0.888	5

The results of the reliability test show that all variables are reliable because all variables have Cronbach's alpha greater than 0.60.

Table 4. Normality Test

		Unstandardized Residual
N		150
Normal Parameters, b	mean	0.0000000
	Std. Deviation	0.31641807
Most Extreme Differences	Absolute	0.071
	Positive	0.071
	negative	-0.049
Test Statistics		0.071
asympt. Sig. (2-tailed)		0.063c

The results of the normality test show that all data on the variables are normally distributed because of the asymp value. sig (0.063) is greater than 0.05.

Table 5. Multicollinearity Test

	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
X1	0.638	1.566
X2	0.411	2.433
X3	0.514	1,947

The results of the multicollinearity test show that all variables are free from multicollinearity problems because they have tolerance values > 0.1 and VIF < 10.

Table 6. Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.845a	0.713	0.707	0.31965

The results of the coefficient of determination show that the variable of interest in buying Sketcher shoes is influenced by product quality, price, and lifestyle by 70.7%. In comparison, the remaining 29.3% is influenced by other variables not included in this study.

Table 7. t test

	B	Std. Error	Beta	t	Sig.
(Constant)	0.244	0.210		1.163	0.247
X1	0.596	0.058	0.571	10,297	0.000
X2	0.218	0.071	0.214	3.090	0.002
X	0.167	0.053	0.195	3.147	0.002

The results of the t-test show that the product quality variable has a significant effect on buying interest, because the product quality variable has a t-count (10.297) which is greater than the t-table (1.96). This research is in line with research conducted by Susanti & Handayati (2021) and Akbar, et al (2021) and Putri (2021) which show that product quality has a significant effect on buying interest. In this study, product quality has a significant effect on buying interest, and this is because Sketcher shoes have benefits and use, which are not only as sports shoes but are used to go for walks and can even be used to go to campus and other activities, meaning that Sketcher shoes can be used. For various situations and conditions. Sketcher shoes also have very varied and unique motifs and models and are comfortable to use on the feet, not blistered and not sore. With the excellent and high quality of Sketcher shoes, it will have an impact on increasing Tangerang City students to buy Sketcher shoes.

The results of the t-test show that the price variable has a significant effect on buying interest because the price variable has a t-count (3.090) which is greater than the t-table (1.96). This study is in line with research conducted by Prakarsa (2021) and Kumesan, et al. (2021) and Muniarty (2021), that price has a significant effect on buying interest. In this study, the price has a significant effect on buying interest, this is because the price of Sketcher shoes is very affordable for students. It has a straightforward, charming, and simple design, as well as many types of sneakers on Sketcher shoes, so students are free to choose according to their choices. Because of the reasonably affordable price and the benefits of the Sketcher shoes, the shoes are popular among the students in Tangerang city.

The results of the t-test show that lifestyle variables have a significant effect on buying interest because lifestyle variables have a t-count (3.090) which is greater than t-table (1.96). This study is in line with research conducted by Azhhari & Yuliana (2021), Ratnaningtyas, et al (2022) and Ulviani, et al (2021) and Izzani (2021) which show that lifestyle has a significant effect on buying interest. In this study, lifestyle has a significant effect on buying interest, this is because Sketcher shoes are in accordance with the lifestyle of Tangerang City students, namely flexible and practical, then Sketcher shoes are made with leather, mesh, upper and insole materials that display a relaxed type of shoe, casual and trendy that can be used for daily activities are mostly done on campus which can be used comfortably and safely and healthy, so that the feet can be protected from heat and unexpected disturbances. Sketcher shoes that are made according to the lifestyle of today's students in Tangerang City will increase buying interest in Sketcher shoes.

Table 8. F test

	Sum of Squares	df	Mean Square	F	Sig.
Regression	37.109	3	12.370	121.060	0.000
Residual	14,918	146	0.102		
Total	52,027	149			

The results of the F test show that the variables of product quality, price, and lifestyle simultaneously have a significant effect on buying interest because the price variable has an F-count (121.060) which is greater than the F-table (2.67).

CONCLUSION

Product quality has a significant effect on buying interest because Sketcher shoes have benefits and use for various situations and conditions, have very varied and unique motifs and models and are comfortable to use on the feet, which will have an impact on increasing Tangerang City students to buy Sketcher shoes.

Price has a significant effect on buying interest because the price of Sketcher shoes is very affordable according to their pocket money, which is still dependent on their parents, which will result in many Sketcher shoes being bought by Tangerang City students.

Lifestyle has a significant effect on buying interest because Sketcher shoes are in accordance with the lifestyle of Tangerang City students, namely flexible and practical. Sketcher shoes are made with leather, mesh, upper, and insole materials that feature comfortable, casual, and trendy shoes. This will create buying interest in Tangerang City students who are improving on Sketcher shoes.

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