



## THE INFLUENCE OF EMOTIONAL VALUE AND PERCEIVED QUALITY ON THE DECISION TO PURCHASE VANS SHOES (CASE STUDY ON UMSU MECHANICAL ENGINEERING PROGRAM STUDENTS)

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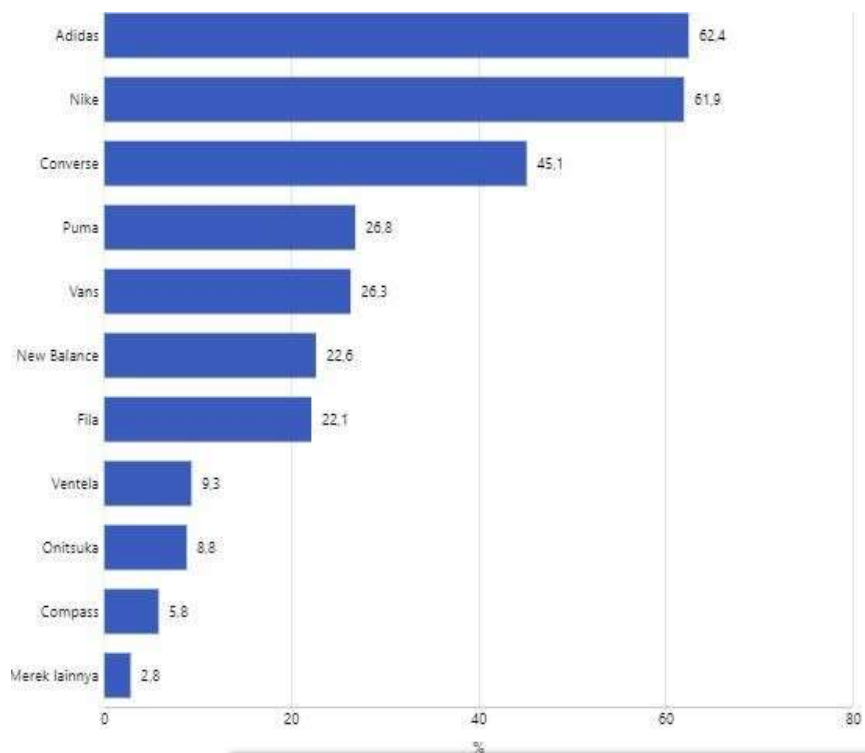
### Abstract

This study aims to examine the effect of emotional value and perceived quality on purchasing decisions for vans shoes (case study of umsu mechanical engineering study program students). This study uses a quantitative approach method which is measured using multiple linear regression-based methods with the statistical spss program 23. Data collection was carried out by researchers by distributing questionnaires. The population in this study were students of the umsu mechanical engineering study program consisting of the 2021-2023 period, totaling 2,762 people. Data analysis techniques carried out using classical assumption tests, statistical tests, and hypothesis testing. based on the results of the study indicate that (1) emotional value has a positive and significant effect on purchasing decisions (2) perceived quality has a positive and significant effect on purchasing decisions (3) emotional value and perceived quality together (simultaneously) have a positive and significant effect on purchasing decisions.

**Keywords:** Emotional Value, Perceived Quality, Purchase Decision.

## INTRODUCTION

Various brands of shoe products are widely circulating in the market, this makes consumers have to be more careful and more thorough in deciding on the expected shoe products, because in general brands greatly influence consumer purchasing decisions. Purchasing decisions are consumer actions in making purchasing decisions for the goods they like the most. Consumer decision-making is the process of choosing a series or actions where between two kinds of alternatives that exist (or more) in order to achieve certain problem solving (Lubis, 2015). Istianah (2017) states that decision making is the selection of



alternative behavior from two or more alternatives, actions to solve the problem at hand through selecting one among the possible alternatives.

### Image of Indonesia most favored sneaker brands (February 2023)

Sumber: DataBooks (2023)

The table above shows that Vans, whose presence is arguably new in Indonesia, has received the title of top brand awards, even though it is still inferior to converse, nike, and brick. With this it can be said that Vans has gained market share in Indonesia and has

become one of the favorite shoe brands in Indonesia even though the acquisition has not been maximized.

With the fake Vans shoes still on the market, the quality of Vans shoes is questioned by potential consumers. This makes consumers' behavioral intentions (purchasing decisions) to buy decrease due to perceived quality, namely consumers are starting to hesitate to use Vans shoe products because there are many fake Vans shoes on the market. In addition, the publicity that has been lost is because Vans is now not an exclusive.

Based on the above phenomenon, the authors have conducted a pre-survey to 10 students who have bought Vans shoes at the Faculty of Engineering UMSU. With male and female gender aged 18-25 years. The pre-survey describes the purchasing decisions as follows.

**Table 1. Pre-survey Results of Purchase Decisions on Vans Shoes**

No	Statement	Answer	
		Agree	Disagree
1.	I feel that vans shoes have superior quality to other brands	30 %	70%
2.	I feel that the price of Vans shoes is comparable to the quality and comfort.	50 %	50%
3.	I feel that the perceived quality of a product influences the decision to buy Vans shoes.	40 %	60%

Source: Pre-Survey Data

Based on the results of the pre-survey, many statements were not agreed by the respondents, it can be seen in the results of the pre-survey where students chose many statements that disagreed with the question that vans shoes have superior quality to other brands. This is what encourages producer companies to compete to create excellence in their products so that they can compete for emotional value and perceived quality to win the competition in the market. Positive perceptions of consumer confidence in Vans consumers. Emotional value and perceived quality will make consumers like a product with the brand in question in the future. Therefore, consumer attitudes and actions towards a

brand are largely determined by emotional value and perceived quality. In other words, emotional value and perceived quality are one of the important elements that encourage consumers to buy a product.

Based on the above phenomenon, the researcher is interested in conducting further research with the title “The Effect of Emotional Value and Perceived Quality on Purchasing Decisions for Vans Shoes (Case Study of UMSU Faculty of Engineering Students)”.

## **LITERATURE REVIEW**

### **1. Purchase decision**

Consumer purchase decisions are the final decisions of individuals and households who purchase goods and services for personal consumption. Why does a purchase require a decision? Because there will be several other alternative choices, be it not buying or even buying a competitor's product. as stated by Mangkunegara (2019) purchasing decisions are a performance framework or something that represents what consumers believe in making buying decisions. The performance framework is shaded by two main factors, namely the attitudes of others, and unexpected situations. If performance is below expectations, consumers are dissatisfied. Conversely, if performance meets consumer expectations, it will lead to satisfaction and pleasure.

### **2. Emotional Value**

According to Han (2017) emotional value comes from the product's capacity to evoke consumer feelings or the affective state of consumers with the intention to fulfill psychologically, which is one of the most important factors in influencing consumer preferences. If consumers feel Emotional value towards a brand. They will really enjoy using products from that brand

### **3. Perceived Quality**

According to Rahayu Mardika ningsih et al (2019) in the field of marketing, perceived quality is considered an important element before decision making because before the purchasing process consumers will compare quality with the price of the product.

## RESEARCH METHODOLOGY

The variables used in this study include independent and dependent variables. The independent variable consists of Emotional Value and Perceived Quality, and the dependent variable is the Purchase Decision. The population in this study were students of the Mechanical Engineering Study Program, University of Muhammadiyah Sumatra Utara. In this study, the population is umsu mechanical engineering study program students, aged 18-23 years and students who have used or are using Vans Original Shoes. The total population of students at the Faculty of Economics and Business, University of Muhammadiyah Sumatra Utara in the 2021-2023 academic year is around 2,762 people. The technique used is purposive sampling technique, which is a sampling technique used to determine the sample with certain considerations in accordance with the criteria.

After calculating the number of samples according to the specified criteria, 97 samples were obtained. Quantitative data is used in the research method. Primary data is used in this study. The data collection methods used are observation, literature review, and distributing questionnaires, using a likert scale. The analysis tool used is SPSS ver 23.

## RESULT AND DISCUSSION

The data presented as the basis for the calculation is primary data in the research conducted, namely in May-June 2024. Respondents in this study were students of the Faculty of Mechanical Engineering UMSU who had bought Vans shoes. What is analyzed from respondents is the respondent's personal data consisting of gender and age.

**Tabel 2.** Multikolinearitas Test

### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8.812	1.985		4.440	.000		

Emotional Value	.371	.081	.423	4.564	.000	.472	2.117
Perceived Quality	.480	.105	.424	4.582	.000	.472	2.117

**Source :** Data processed from SPSS (2024)

Based on the data in table 2.0 above, it can be described as follows:

1. VIF Emotional Value is  $2.117 < 10$ , and the Tolerance value is  $0.472 > 0.10$ , so the independent variable Emotional Value has no signs of multicollinearity.
2. VIF Perceived Quality worth  $2.117 < 10$ , and a Tolerance value of  $0.472 > 0.10$ , then the independent variable Perceived Quality has no signs of multicollinearity.

**Table 3. Partial Test Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8.812	1.985		4.440	.000		
Emotional Value	.371	.081	.423	4.564	.000	.472	2.117
Perceived Quality	.480	.105	.424	4.582	.000	.472	2.117

**Source :** Data processed from SPSS (2024)

Based on table 3 above, the following facts were obtained:

- 1.The Emotional Value variable (X1) obtained a tcount value of  $4.564 > t$  table 1.290 and a significance value of  $0.000 < 0.1$ , then H1 is accepted, which means that the Emotional Value variable has a positive and significant effect on Purchasing Decisions.
- 2.The Perceived Quality (X2) variable obtained a tcount value of  $4.582 > t$  table 1.290 and a significance value of  $0.000 < 0.1$ , then H2 is accepted, which means that the Emotional Value variable has a positive and significant effect on Purchasing Decisions.

**Tabel 4. Simultaneous Test ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	636.085	2	318.043	76.427	.000 <sup>b</sup>
Residual	391.173	94	4.161		
Total	1027.258	96			

Source : Data processed from SPSS (2024)

Based on table 4.above, it is known that the significance value is  $0.000 < 0.1$  and the fcount value is  $76.427 > f_{table}$ , so these results can prove that the Emotional Value and Perceived Quality variables together (simultaneously) have a positive and significant effect on the Purchasing Decision variable.

**Tabel 5.** Coefficient of Determination Results

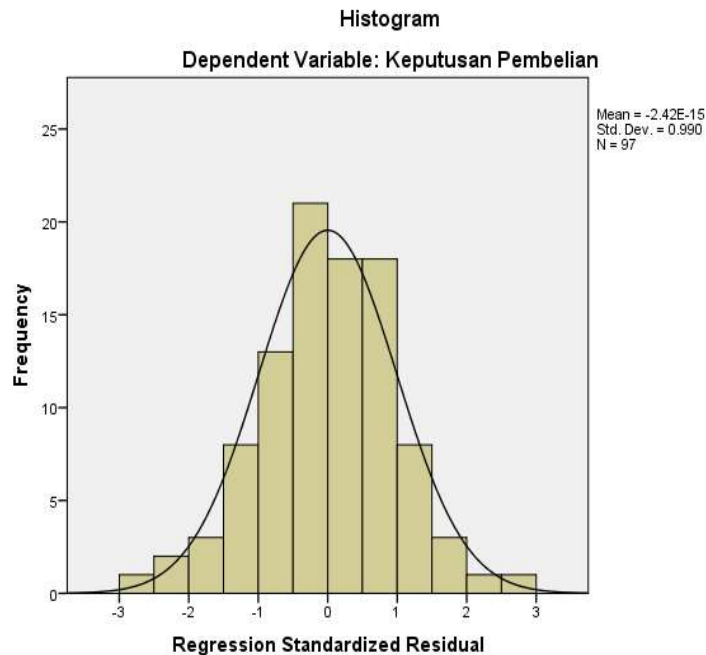
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787 <sup>a</sup>	.619	.611	2.03995

Source : Data processed from SPSS (2024)

Based on table 5. above, the Adjuster R Square value is used as a determination of how well variable Y can be explained through variable X. The Adjusted R Square value is 0.611%, indicating that the variation in Purchasing Decisions of 61.1% is caused by variations in the two independent variables, namely Emotional Value and Perceived Quality. Meanwhile, other variables not included in this study affect the remaining 38.9%, such as Brand Image, Price, Quality and others.

**Figure 1.** histogram Normality Test Results



Source : Data Processed from SPSS (2024)

Based on Figure 4. above, it shows that the histogram graph has a good data pattern and is normally distributed, as indicated by a bell-shaped curve that shows normally distributed data.

#### **The Effect of Emotional Value on Purchasing Decisions**

Based on the results of partial significance testing, that Emotional Value has a positive and significant influence on Purchasing Decisions. Through a significance value of  $0.000 < 0.1$  tcount worth  $4.564 > t$  table  $1.290$ . So it is concluded that the Purchasing Decision variable can be influenced by the Emotional Value variable. This is in line with research conducted by Gita Rogayah (2023) which shows that Emotional Value has a positive and significant effect on Purchasing Decisions.

#### **The Effect of Perceived Quality on Purchasing Decisions**

Based on the results of partial significance testing, Perceived Quality has a positive and significant influence on Purchasing Decisions. Through a significance value of  $0.000 < 0.1$  tcount worth  $4.582 > t$  table  $1.290$ . So it is concluded that the Purchasing Decision variable can be influenced by the Perceived Quality variable. This is in line with research conducted



by Suci Agustin (2020) which shows that Perceived Quality has a positive and significant effect on Purchasing Decisions.

### **The Effect of Emotional Value and Perceived Quality on Purchasing Decisions**

Based on the results of the simultaneous test or f-test, it is known that the significance value is  $0.000 < 0.1$  and the fcount value is  $76.427 > f_{table}$ , so these results can prove that the Emotional Value and Perceived Quality variables together (simultaneously) have a positive and significant effect on the Purchasing Decision variable. This shows that if the company has Emotional Value and Perceived Quality that consumers receive on their products, it will increase their Purchasing Decisions. This is in line with research conducted by Putu Angga Agusta Bimartha (2019) which shows that Emotional Value and Perceived Quality have a positive and significant effect on Purchasing Decisions.

### **CONCLUSION**

This research aims to determine and analyze the extent of the influence of Emotional Value and Perceived Quality on Purchasing Decisions for UMSU Mechanical Engineering Students. This research can be concluded as follows:

1. Partially, the Emotional Value variable has a positive and significant effect on purchasing decisions for Vans shoes (Case Study on UMSU Engineering Study Program Students).
2. Partially, the Perceived Quality variable has a positive and significant effect on purchasing decisions for Vans shoes (Case Study on UMSU Engineering Study Program Students).
3. Simultaneously, the Emotional Value and Perceived Quality variables have a positive and significant effect on the Purchase Decision of Vans shoes (Case Study on UMSU Engineering Study Program Students)

Adjusted R Square value is used as a determination of how well variable Y can be explained through variable X. The Adjusted R Square value is 0.611%, indicating that the variation in Purchasing Decisions of 61.1% is caused by variations in the two independent variables, namely Emotional Value and Perceived Quality. Meanwhile, other variables not included in

this study affect the remaining 38.9%, such as Brand Image, Price and Quality of the product.

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