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# The Influence of Brand Image and Product Design on Purchase Decisions for Brodo Brand Shoes on the E-Commerce Shopee (Case Study: Students of the 2021-2025 Regular Morning Class of the Faculty of Economics, National University of Pasim)

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**Abstract**:

**Purpose**:
This research was conducted on students of Universitas Nasional Pasim Faculty of Economics Regular Morning Class of 2021. The purpose of this study was to determine how brand image and product design influence the purchasing decision of Brodo brand shoes in an e-commerce shop (Case Study of Students of Universitas Nasional Pasim Faculty of Economics Regular Morning Class of 2021).

**Methodology:**
The research method used in this study is descriptive and associative. The unit of analysis is the individual, namely the 2021 Regular Morning Students of the Faculty of Economics, National University of Pasim. The sample size was 95. The sampling technique used in this study was based on certain characteristics. The analytical method used was multiple linear regression analysis, and the validity and reliability of the research instrument were also tested.

**Findings:**
Based on the research results it shows that there is a partial and simultaneous influence of brand image and product design variables on purchasing decision variables.

**Implication:**
The influence of brand image on purchasing decisions is 33.9%, while product design on purchasing decisions is 48.9%. The influence of brand image and product design on purchasing decisions is 82.8%.

## INTRODUCTION

Rapid technological developments due to globalization have changed the way companies operate and compete, with consumers becoming increasingly savvy and informed, forcing companies to be more responsive to their needs (Dewi et al., 2025). The growth of the fashion retail industry in Indonesia experienced an increase of 7.9% in 2023, driven by the acceleration of digital transformation and increased domestic consumption post-pandemic, according to Putra and Sari (2023). Shopee, as one of the largest e-commerce platforms in Indonesia, has become the primary choice for consumers in shopping for fashion products, including shoes. One local shoe brand that has developed through Shopee is Brodo, known for its quality, comfort, and modern designs (Dewi et al., 2025).

**Literature Review.** Management is a series of processes that include various steps, such as planning, organizing, directing, and monitoring. This process is carried out with the aim of achieving optimal results efficiently and effectively. (Hutahaean, 2018). The marketing mix is a plan designed to support sales activities in such a way that ultimately requires a maximum combination to produce products that consumers expect to increase, according to Buchari in (Indrajaya, 2024). According to Kotler & Keller (2016), brand image is a perception formed in the minds of consumers as a result of experience, marketing communications, symbols, and other associations related to the brand. According to Sumarni and Fauji (2024), product design is the process of planning and creating product forms that include visual, ergonomic, and technical considerations, so that the product can optimally meet consumer needs and desires. According to Kotler & Keller (2016), purchasing

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decisions are the final stage in the consumer decision-making process, which includes selecting a product or brand after going through a series of evaluations of available alternatives.

**Research Hypothesis.**

H1: The Influence of Brand Image on Purchasing Decisions
H2: The Influence of Product Design on Purchasing Decisions
H3: The Influence of Brand Image and Product Design on Purchasing Decisions.

## METHODS

The research method used in this study is descriptive and associative. The unit of analysis is the individual, namely the 2021 Regular Morning Students of the Faculty of Economics, National University of Pasim. The sample size was 95. The sampling technique used in this study was based on certain characteristics. The analytical method used was multiple linear regression analysis, and the validity and reliability of the research instrument were also tested (Heykal et al., 2024).

## RESULTS AND DISCUSSION

### Validity Test

**Table 1.** Validity Test

| Indicator | R count | R table | Information |
|---|---|---|---|
| X1.1 | 0,728 | 0.2017 | Valid |
| X1.2 | 0,650 | | |
| X1.3 | 0,577 | | |
| X1.4 | 0,743 | | |
| X1.5 | 0,736 | | |
| X1.6 | 0,670 | | |
| X1.7 | 0,698 | | |
| X1.8 | 0,697 | | |
| X1.9 | 0,673 | | |
| X1.10 | 0,711 | | |
| X1.11 | 0,669 | | |
| X1.12 | 0,570 | | |
| X2.1 | 0,654 | 0.2017 | Valid |
| X2.2 | 0,623 | | |
| X2.3 | 0,661 | | |
| X2.4 | 0,654 | | |
| X2.5 | 0,624 | | |
| X2.6 | 0,618 | | |
| X2.7 | 0,635 | | |
| X2.8 | 0,715 | | |
| X2.9 | 0,664 | | |
| X2.10 | 0,644 | | |
| X2.11 | 0,653 | | |

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| | | | |
|---|---|---|---|
| X2.12 | 0,697 | | |
| X2.13 | 0,605 | | |
| X2.14 | 0,675 | | |
| Y1 | 0,616 | | |
| Y2 | 0,566 | | |
| Y3 | 0,685 | | |
| Y4 | 0,588 | | |
| Y5 | 0,597 | | |
| Y6 | 0,710 | 0.2017 | Valid |
| Y7 | 0,615 | | |
| Y8 | 0,632 | | |
| Y9 | 0,598 | | |
| Y10 | 0,731 | | |
| Y11 | 0,712 | | |
| Y12 | 0,697 | | |

Source: SPSS V27 Output Results, 2025

All variable statement items in this study were deemed valid because the calculated r values exceeded the critical value, which was above 0.3.

**Table 2.** Reliability Test

| Variable | *Cronbach's Alpha* |
|---|---|
| Brand Image | 0.892 |
| Product Design | 0.896 |
| The decision of the mayor | 0.873 |

Source: SPSS V27 Output Results, 2025

All variables in this study were deemed reliable as they met the Cronbach's Alpha criteria above 0.7.

**Normality Test.**

**Table 3.** Normality

| One-Sample Kolmogorov-Smirnov Test | | |
|---|---|---|
| | | Unstandardized Residual |
| N | | 95 |
| Normal Parameters[a,b] | Mean | .0000000 |
| | Std. Deviation | 2.27547920 |
| Most Extreme Differences | Absolute | .041 |
| | Positive | .039 |
| | Negative | -.041 |
| Test Statistic | | .041 |

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| | | | |
|---|---|---|---|
| Asymp. Sig. (2-tailed)[c] | | | .200[d] |
| Monte Carlo Sig. (2-tailed)[e] | Sig. | | .965 |
| | 99% Confidence Interval | Lower Bound | .960 |
| | | Upper Bound | .969 |

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: SPSS V27 Output Results, 2025

Based on the data presented, the significance value in the Kolmogorov-Smirnov table is 0.200. According to the general rule, if the Kolmogorov-Smirnov value is greater than alpha (0.05), then the data is considered normally distributed.

**Multicollinearity Test**

**Table 4.** Multicollinearity

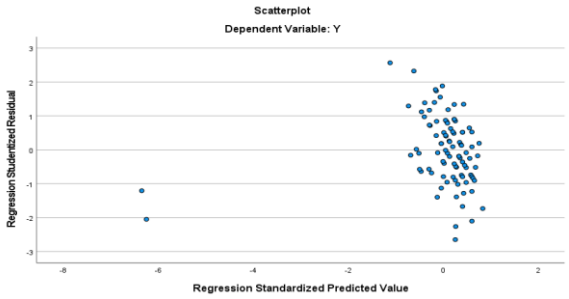
| Coefficients[a] | | | |
|---|---|---|---|
| **Model** | | **Collinearity Statistics** | |
| | | **Tolerance** | **VIF** |
| 1 | (Constant) | | |
| | X1 | .382 | 2.619 |
| | X2 | .382 | 2.619 |

a. Dependent Variable: Y

Source: SPSS V27 Output Results, 2025

Based on the multicollinearity test results in the table above, the tolerance value is greater than 0.01, and the Variance Inflation Factor (VIF) is less than 10. It indicates that there is no multicollinearity among the independent variables in this study. Furthermore, there are no indications of serious multicollinearity.

**Heteroscedasticity Test.**




Source: SPSS V27 Output Results, 2025

**Figure 1.** Heteroscedasticity

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Based on the scatterplot graph, no regular pattern is visible, and the data points are spread above and below the 0 mark on the Y-axis. Therefore, it can be concluded that there is no heteroscedasticity in the regression model.

**Autocorrelation Test.**

**Table 5.** Autocorrelation Test

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| **Model** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** | **Durbin-Watson** |
| 1 | .910[a] | .828 | .824 | 2.30008 | 1.773 |

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: SPSS V27 Output Results, 2025

Since the Durbin-Watson value (1.773) is between du and 4–du (1.7091 < 1.773 < 2.2909), it can be concluded that there is no autocorrelation.

**Multiple Linear Regression Test.**

**Table 6.** Multiple Regression

| Coefficients[a] | | | | | | |
|---|---|---|---|---|---|---|
| **Model** | | **Unstandardized Coefficients** | | **Standardized Coefficients** | **t** | **Sig.** |
| | | **B** | **Std. Error** | **Beta** | | |
| 1 | (Constant) | 2.544 | 2.400 | | 1.060 | .292 |
| | X1 | .380 | .066 | .403 | 5.756 | .000 |
| | X2 | .492 | .062 | .559 | 7.991 | .000 |

a. Dependent Variable: Y

Source: SPSS V27 Output Results, 2025

Therefore, the multiple linear regression equation in this study is:

$$\mathbf{Y = 2.544 + 0.380\ X1 + 0.492\ X2}$$

The constant value $\beta_0$ = 2.544 indicates a purchase decision of 2.544 when the product design remains unchanged, while the regression coefficient of 0.492 indicates that product design has a positive and significant effect on the purchase decision.

**Coefficient of Determination.**

**Table 7.** Coefficient of Determination (R2)

| Model Summary[b] | | | | | |
|---|---|---|---|---|---|
| **Model** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** | **Durbin-Watson** |
| 1 | .910[a] | .828 | .824 | 2.30008 | 1.773 |

a. Predictors: (Constant), X2, X1

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b. Dependent Variable: Y

Source: SPSS V27 Output Results, 2025

The table above shows that the correlation coefficient supporting the simultaneous relationship between brand image (X1) and product design (X2) variables and purchasing decisions (Y) is 0.910.

**Table 8.** Partial Determination Coefficient

| Coefficients[a] | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations | | |
| | | B | Std. Error | Beta | | | Zero-order | Partial | Part |
| 1 | (Constant) | 2.544 | 2.400 | | 1.060 | .292 | | | |
| | X1 | .380 | .066 | .403 | 5.756 | .000 | .842 | .515 | .249 |
| | X2 | .492 | .062 | .559 | 7.991 | .000 | .875 | .640 | .345 |

a. Dependent Variable: Y

Source: SPSS V27 Output Results, 2025

Based on the table above, the partial influence of each variable can be calculated as follows:

**Brand Image (X1): 0.403 x 0.842 x 100% = 0.339 or 33.9%**
**Product Design (X2): 0.559 x 0.875 x 100% = 0.489 or 48.9%**

Based on the calculations above, it is known that the brand image variable (X1) has the greatest influence, contributing 33.9%, while the product design variable (X2) contributes 48.9%.

**Hypothesis Testing.**

**Table 9.** Partial Test (t-test)

| Coefficients[a] | | | |
|---|---|---|---|
| Model | | t | Sig. |
| 1 | (Constant) | 1.060 | .292 |
| | X1 | 5.756 | .000 |
| | X2 | 7.991 | .000 |

a. Dependent Variable: Y

Source: SPSS V27 Output Results, 2025

A t-test with an α level of 5%, given n = 95, with df = n-2-1, i.e., df = 92, is 1.98609. The influence of brand image on purchase intention obtained a t-value of 7.991> t-table 1.98609 with a probability of significance of product design (X2) at the 0.000 level. In accordance with the criteria, if the significance value is <0.05, then H0 is rejected and H1 is accepted, which means that product design has a partial significant effect on product design for Brodo shoes on the Shopee e-commerce site. It means that if the product design improves, purchasing decisions will increase.

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**Table 10.** Simultaneous Test (F-test)

**ANOVA**[a]

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 2346.192 | 2 | 1173.096 | 221.742 | .000[b] |
| | Residual | 486.714 | 92 | 5.290 | | |
| | Total | 2832.905 | 94 | | | |

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: SPSS V27 Output Results, 2025

Based on the analysis results from the table above, the F count was obtained as 221,742 while the F Table value at the real level (α) was 5% with degrees of freedom V1 = k; V2 = n-k-1 = 95-2 = 92. So the F table value was 3.10.

## CONCLUSION

The results of the study indicate that brand image and product design have a positive and significant influence on purchasing decisions for Brodo shoes on the Shopee e-commerce platform. Partially, brand image contributes 33.9%, while product design contributes 48.9% to purchasing decisions. Simultaneously, both variables have a significant influence with a coefficient of determination of 82.8%, meaning that most purchasing decisions are influenced by brand image and product design, while the remaining 17.2% is influenced by other factors outside this study.

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