

THE INFLUENCE OF E-COMMERCE, BRAND IMAGE, PRODUCT QUALITY ON PURCHASING DECISIONS FOR PORTO SANDALS AT SHOPEE LASBIO FOOTWEAR



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Abstract

This study aims to determine the effect of E-Commerce, Brand Image, and Product Quality on consumer purchasing decisions at the Lasbio Footwear online store on the Shopee platform. The research method used is quantitative with a survey approach. The research sample consisted of 100 respondents who were Lasbio Footwear consumers. The data analysis technique used is multiple linear regression with the help of SPSS software. The results showed that partially or simultaneously, the variables of E-Commerce, Brand Image, and Product Quality had a positive and significant effect on Purchasing Decisions. Among the three variables, Product Quality has the most dominant influence. The coefficient of determination (R^2) value of 0.482 indicates that the three independent variables can explain 48.2% of the variation in Purchasing Decisions, while the rest is influenced by other factors not examined. Thus, this study concludes that the success of selling Lasbio Footwear products at Shopee is influenced by the effective use of e-commerce platforms, the strength of brand image, and the quality of products offered to consumers.

Keywords: E-Commerce, Brand Image, Product Quality, Purchase Decision, Lasbio Footwear, Shopee

INTRODUCTION

The development of the fashion industry today shows an increasingly dynamic trend shift, especially in the footwear category such as sandals. Sandals are now not only seen as a functional necessity, but have also become part of the lifestyle of modern society that prioritizes comfort, aesthetics, and social identity. Consumers tend to have a desire to constantly update their footwear collection, even if the previous product is still decent to wear. This phenomenon indicates that purchasing decisions are not only driven by necessity, but also by desires, lifestyles, and the tendency to keep up with the latest trends (Putri & Irmadiani, 2024).

However, in competitive and dynamic market conditions, consumers are becoming more selective and critical in making purchasing decisions. The wide selection of products and brands encourages consumers to consider a number of factors such as product quality, the strength of brand image, and the ease of access and purchase of products, including through e-commerce platforms (Banerji et al., 2022). Three important factors that are widely reviewed in various studies as determinants of purchasing decisions are product quality, brand image, and e-commerce as a distribution and promotion channel.

Brand image is a key element in creating a positive consumer perception of a product. Brands that have a good reputation, are widely known, and are able to build consumer trust, have great potential to become the top choice. According to (Mitra & Jenamani, 2020), Brand image is a representation of the overall perception of a brand formed from past experience and information received. Brands with a strong image will be more easily embedded in the consumer's memory and have a high likelihood of being repurchased. Research (Sintiya & Suzanto, 2023) shows that brand image has a positive and significant effect on purchasing decisions. Instead (Zou, 2023) stating that brand image does not always have a significant effect, depending on the context of the market and the consumer being studied.

In addition to brand image, product quality is an important factor that consumers pay close attention to. Products with good quality tend to better meet expectations, provide satisfaction, and build consumer loyalty. According to (Antonides & Hovestadt, 2021), Product quality is a combination of characteristics that are able to meet the needs and expectations of consumers and provide satisfaction. Products with poor or inconsistent

quality will cause consumers to hesitate and even move to other brands. Research results (Zahara, 2024) shows that product quality has a positive effect on purchasing decisions, while (Rosillo-Díaz et al., 2021) stating that in certain contexts, product quality does not always have a significant impact.

The rapid digital transformation has also made e-commerce an important channel in product marketing strategies. E-commerce provides convenience in the purchase process, product information, and payment transactions that are safe and efficient. According to (Sharma Aakash, 2024), E-commerce is not just a sales medium, but it also includes extensive marketing activities, customer service, and consumer interaction. Research (Givan et al., 2021) stating that ease of use and trust in e-commerce have a positive influence on purchase decisions. However, the findings of the (Yang et al., 2023) shows that such influence is not always significant, depending on the user experience and the completeness of the product information provided.

Lasbio Footwear is one of the online stores that markets footwear products, including Porto brand sandals, through e-commerce platforms such as Shopee, Tokopedia, and social media such as Instagram and TikTok. Although it has taken advantage of various e-commerce channels, sales data shows a significant decline during the period 2019 to 2023. Based on Lasbio Footwear's internal data (2024), the number of units of Porto sandals sold decreased from 9,000 units in 2019 to only 4,000 units in 2023, with an average revenue decline of around 16–20% each year. This shows that there are problems in marketing strategies and consumer perception of the product. Based on the results of observations, factors such as lack of design variation, decreased product quality, and incompatibility of product information on e-commerce platforms are the main causes of the decline in buying interest.

This condition requires a more in-depth evaluation and research on the factors that affect consumers' purchasing decisions for Porto sandals products sold online through Shopee. By understanding the extent to which e-commerce, brand image, and product quality influence purchasing decisions, companies can design marketing and product development strategies that are more effective and able to compete in an increasingly competitive digital

market. Therefore, this study aims to analyze the influence of e-commerce, brand image, and product quality on the purchase decision of Porto brand sandals at Shopee Lasbio Footwear.

REVIEW OF LITERATURE

Purchase Decision

Purchase decisions are the process that consumers go through in choosing and buying a product or service. This process involves the stages of need recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behaviors (Yang et al., 2023). Purchasing decisions are influenced not only by rational factors, but also by the emotional and social factors that shape consumer perceptions and preferences.

According to (Šostar & Ristanović, 2023), Purchasing decisions are influenced by personal, psychological, and environmental factors such as reference groups and culture. In the digital context, purchasing decisions are also heavily influenced by the user experience while interacting with e-commerce platforms, including ease of navigation, speed of service, and available product information.

E-Commerce

Electronic commerce (e-commerce) is a buying and selling activity that is carried out through electronic media, especially the internet. E-commerce creates a transformation in people's consumption patterns by offering efficiency, convenience, and ease of accessing various products from various locations in real-time (Li & Li, 2022). E-commerce platforms such as Shopee and Tokopedia provide various supporting features that support purchase decisions, such as product review systems, discounts, and flexible payment methods.

(Kumar, 2024), E-commerce includes not only buying and selling transactions, but also marketing activities, customer service, and consumer data collection for further analysis. Research by (Hartono et al., 2021) It shows that the success of e-commerce platforms in improving purchase decisions is influenced by ease of use, trust in the system, and speed in the transaction process.

Brand Image

Brand image is a consumer's perception and association of a brand that is formed through experience and interaction with the brand's products or services. According to (Givan

et al., 2021), Brand image is formed from various elements such as name, logo, packaging, advertising, and user experience, which are then embedded in the consumer's memory as a representation of the value and quality of a brand.

A strong brand image can create trust, loyalty, and increase consumers' tendency to make repeat purchases. Research (Rosillo-Díaz et al., 2021) stating that brand image has a significant effect on loyalty and purchase decisions. This is reinforced by (Banerji et al., 2022), which found that consumers were more likely to choose brands that had a positive image compared to similar products without a clear brand identity.

Product Quality

Product quality is the degree to which a product can meet or exceed consumer expectations. According to (Givan et al., 2021), Product quality can be measured from various dimensions such as performance, features, reliability, durability, aesthetics, and perception of quality. High-quality products will create customer satisfaction and directly influence purchasing decisions.

According to (Kumar, 2024), Product quality is one of the main indicators in building customer satisfaction and brand loyalty. Research (Zhang et al., 2022) It was found that product quality has a significant positive relationship with purchase decisions, where consumers tend to be more interested in products that are considered durable, comfortable to use, and have high use value.

RESEARCH METHOD

Research Location and Time

This research was carried out on the Lasbio Footwear online store which operates through the Shopee e-commerce platform. The research implementation time lasted from February 2025 to April 2025.

Data Types and Sources

The type of data used in this study is quantitative data, namely data in the form of numbers that can be analyzed statistically. Quantitative data is considered to be able to provide a more objective picture of the relationship between the variables studied, as stated by (Sharma Aakash, 2024).

The data sources used are divided into two, namely primary data and secondary data. Primary data was obtained directly from respondents through filling out questionnaires. Meanwhile, secondary data was obtained from various literature, scientific journals, articles, and documentation related to sales activities at the Lasbio Footwear store, as explained by (Zahara, 2024).

Population and Sample

The population in this study includes all consumers who purchase Porto brand sandal products online at Lasbio Footwear stores throughout 2024, with a total number of 2,177 people, as stated by (Sintiya & Suzanto, 2023).

The sample was determined using the Slovin formula with an error rate of 5 percent. The calculation using the formula resulted in a sample of 338 respondents. The sampling technique used is simple random sampling, where each member of the population has an equal opportunity to be selected as a respondent, according to the method described by (Sintiya & Suzanto, 2023).

Operational Definition of Research Variables

This study uses three independent variables, namely e-commerce, brand image, and product quality, and one dependent variable, namely purchase decisions.

The e-commerce variable is defined as the activity of buying and selling electronically through the internet. Indicators of this variable include ease of access, easy transactions, capital, transaction security, and service speed (Zou, 2023).

The brand image variable is the consumer's perception of the product that influences the decision to buy. The indicators consist of recognition, reputation, and affinity (Putri & Irmadiani, 2024).

Product quality variables are the ability of a product to meet consumer needs and desires. Product quality indicators include shape, durability, ease of repair, style, and design (Zhang et al., 2022).

Purchase decision variables are defined as the process that consumers go through in deciding to buy a product. The indicators include product choice, brand choice, purchase channel, purchase time, and purchase amount (Li & Li, 2022).

The measurement scale used for all variables in this study is the Likert scale, as this scale allows respondents to indicate their level of approval or disagreement with a given statement.

Data Collection Techniques

The data collection techniques used in this study include observation, questionnaires, and documentation. Observations are carried out to obtain data through direct observation of sales activities and consumer interactions. Questionnaires are used as the primary tool to collect primary data from respondents, using closed-ended questions. Meanwhile, documentation is used to obtain secondary data from records or documents relevant to this study, as explained by (Hartono et al., 2021).

Data Analysis Techniques

The validity test was performed using the Pearson Product-Moment correlation method. The instrument is declared valid if the calculated value is greater than the r_{table} . With a total of 30 respondents, the r_{table} value at the significance level of 5 percent is 0.361 (Zhang et al., 2022).

The reliability test was carried out using Cronbach's Alpha formula. The instrument is said to be reliable if the alpha value is greater than 0.60 (Kumar, 2024).

Descriptive statistics are used to describe the characteristics of the data collected. This analysis includes the minimum, maximum, mean, and standard deviation of each variable (Rosillo-Díaz et al., 2021).

The classical assumption test consists of several tests, namely the normality test, the multicollinearity test, and the heteroscedasticity test. The normality test is performed by looking at the histogram and the Kolmogorov-Smirnov test. The data is declared normal if the significance value is more than 0.05. The multicollinearity test was performed to see if there was a correlation between the independent variables. There is no multicollinearity if the tolerance value is greater than 0.10 and the VIF is less than 10. The heteroscedasticity test was carried out using a scatterplot, where the irregularity of the pattern indicates the absence of heteroscedasticity (Sharma Aakash, 2024).

Multiple linear regression analysis is used to determine the influence of independent variables on dependent variables. The regression equation model used is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Information:

Y = Purchase decision

X₁ = e-commerce

X₂ = Brand image

X₃ = Product Quality

a = konstanta

b₁, b₂, b₃ = Regression Coefficient

e = error

The hypothesis test in this study includes the t-test (partial) and the F-test (simultaneous). The t-test is used to determine the influence of each independent variable on the dependent variable partially. The test results are significant if the tcal value is greater than the ttable and the significance is less than 0.05. The F-test is used to test the influence of all independent variables on dependent variables simultaneously.

The determination coefficient (R²) is used to find out how much an independent variable is able to explain the dependent variable. The closer the value is to 1, the greater the contribution of the independent variable to the dependent variable (Rosillo-Díaz et al., 2021).

RESULTS AND DISCUSSION

Description of Respondent Data

This study involved one hundred respondents who were consumers or visitors to the Lasbio Footwear online store on the Shopee platform. Data was collected through a Google Form-based questionnaire deployment that uses a Likert scale with a range of 1 to 5 to assess statements on each variable.

Validity and Reliability Tests

Before conducting the regression analysis, the researcher first conducted a validity and reliability test of the question items. Based on the results of the validity test, all question items show a corrected item-total correlation value greater than 0.30 so that all statements are declared valid.

The results of the reliability test showed that each variable had a Cronbach's Alpha value above 0.70. E-Commerce has a value of 0.812, Brand Image 0.827, Product Quality 0.844, and Purchase Decision 0.851. Thus, all variables in this study were declared reliable.

Table 1
Validity Test Table

Variabel	Number of Items	Validity Status
E-Commerce	6	Valid
Brand Image	6	Valid
Product Quality	6	Valid
Purchase Decision	6	Valid

Table 2
Reliability Test Table

Variabel	Cronbach's Alpha	Information
E-Commerce	0,812	Reliable
Brand Image	0,827	Reliable
Product Quality	0,844	Reliable
Purchase Decision	0,851	Reliable

Classic Assumption Test

Normality Test

Normality testing is carried out using the Kolmogorov-Smirnov method. The results showed that the significance value was 0.200, which is greater than 0.05. This shows that the data in this study is normally distributed.

Table 3
Normality Test Table

Method	Significance	Information
Kolmogorov-Smirnov	0,200	Usual

Multicollinearity Test

The multicollinearity test aims to find out if there is a relationship between the independent variables. Based on the calculation results, the Variance Inflation Factor (VIF)

value of the three variables, namely E-Commerce, Brand Image, and Product Quality, is 1,465 each, 1,488, and 1,600. All VIF values are below 10, so it can be concluded that multicollinearity does not occur.

Table 4
Multicollinearity Test Table

Variabel	Tolerance	VIVID	Information
E-Commerce	0,682	1,465	Not Happening
Brand Image	0,672	1,488	Not Happening
Product Quality	0,625	1,600	Not Happening

Heteroscedasticity Test

The heteroscedasticity test was carried out using the Glejser method. The test results showed that all independent variables had significance values above 0.05. This means that there are no symptoms of heteroscedasticity in the regression model.

Table 5
Heteroscedasticity Test Table

Variabel	Significance	Information
E-Commerce	0,423	Not happening
Brand Image	0,674	Not happening
Product Quality	0,739	Not happening

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the influence of E-Commerce, Brand Image, and Product Quality on Purchase Decisions. Based on the results of data processing using SPSS, the following regression equation model was obtained:

$$Y = 5,355 + 0,151X_1 + 0,169X_2 + 0,388X_3$$

Information:

Y is the Purchase Decision variable

X₁ is an E-Commerce variable

X₂ is the Brand Image variable

X₃ is the variable of Product Quality

Table 6
Table of Regression Analysis Results

Variabel	Coefficient Beta	t-count	Sig.	Information
E-Commerce	0,151	2,391	0,019	Significant effect
Brand Image	0,169	2,263	0,026	Significant effect
Product Quality	0,388	4,020	0,000	Significant effect

Partial Test (t-test)

The t-test was carried out to determine the influence of each independent variable on the dependent variable partially. The test results showed that E-Commerce had a t-value of 2.391 with a significance of 0.019. The Brand Image has a t count of 2.263 with a significance of 0.026. While Product Quality has a t count of 4.020 with a significance of 0.000. All significance values are below 0.05, so it can be concluded that the three independent variables partially have a significant effect on the Purchase Decision.

Simultaneous Test (F Test)

The F test is performed to find out whether the independent variables together affect the dependent variables. The test results showed an F-value of 31.544 with a significance level of 0.000. Because the significance value is less than 0.05, it can be concluded that simultaneously E-Commerce, Brand Image, and Product Quality have a significant effect on Purchase Decisions.

Table 7
Test Table F

F-count	Sig.	Information
31,544	0,000	Have a simultaneous effect

Coefficient of Determination

The value of the determination coefficient shown by the Adjusted R Square is 0.482. This means that 48.2 percent of the variation in Purchase Decision variables can be explained by the variables E-Commerce, Brand Image, and Product Quality. The remaining 51.8 percent is explained by other variables outside of this research model.

Table 8
Table Coefficient of Determination

R Square	Adjusted R Square	Information
0,501	0,482	Quite strong model relationships

The Influence of E-Commerce on Purchase Decisions

E-commerce has been proven to have a positive and significant effect on purchase decisions. This means that the better the E-Commerce services provided by Lasbio Footwear on the Shopee platform, the more likely consumers are to make a purchase. Services such as ease of access to the store, professional store appearance, and secure transaction system are important factors in attracting consumer buying interest. These findings are in line with Kotler and Keller's opinion that convenient and secure digital means have a significant impact on consumers' purchasing decisions.

The Influence of Brand Image on Purchase Decisions

Brand image also shows a positive and significant influence on purchasing decisions. A good reputation, positive perception from consumers, and consistency in building a brand are the determining factors that drive purchase decisions. Consumers tend to be more trusting and confident in buying products from brands they already know and trust. This supports Aaker's opinion that brand image is one of the main elements in shaping consumer loyalty.

The Influence of Product Quality on Purchase Decisions

Product Quality is the variable that has the greatest influence compared to the other two variables. This shows that the quality of shoes offered by Lasbio Footwear — such as comfort, durability, and materials used — greatly influences consumer purchasing decisions. These findings are in line with Tjiptono's opinion that good product quality will create satisfaction, trust, and ultimately encourage repurchases.

CONCLUSION

Based on the results of a study that has been conducted on 100 Lasbio Footwear consumer respondents on Shopee, the following can be concluded:

First, **the E-Commerce** variable has a positive and significant effect on purchase decisions. This shows that the ease of use of the Shopee platform, transaction security, and

speed of Lasbio Footwear's service are able to increase consumer confidence and interest in buying products.

Second, **Brand Image** has also been proven to have a positive and significant influence on purchase decisions. Consumers tend to buy from brands that have a good reputation, a professional image, and are consistent in the quality of services and products. Lasbio Footwear is considered to be able to build a strong brand identity on the Shopee platform.

Third, **Product Quality** has the most dominant influence on purchasing decisions. Consumers consider that Lasbio Footwear products have good quality, are comfortable to use, and meet expectations. This proves that product quality remains a major factor in influencing consumer purchasing decisions in e-commerce.

Simultaneously, the three independent variables, namely E-Commerce, Brand Image, and Product Quality, have a significant effect on the bound variable, namely Purchase Decision. The regression model showed that 48.2% of the variation in purchasing decisions could be explained by these three factors, while the rest were influenced by other factors outside the study.

Thus, it can be concluded that the success of Lasbio Footwear's sales on Shopee is not only determined by the quality of the product, but also by how the brand is built and how the e-commerce platform is optimally used to reach consumers.

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