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The Contribution of Brand Image in Influencing Ventela Shoes Purchasing Decisions in the Context of Fashion Entrepreneurship Among Students at Universitas Negeri Makassar

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Abstract: This study aims to determine the contribution of brand image in influencing purchasing decisions for Ventela shoes in the context of fashion entrepreneurship among students at Universitas Negeri Makassar. This research is a quantitative study with a descriptive approach using a survey method. The population in this study consisted of 65 students at Universitas Negeri Makassar who are currently using or have used Ventela shoes. The sampling technique used non-probability sampling with a saturated sampling method. Data were collected through questionnaires. Data analysis techniques used include validity and reliability tests, classical assumption tests (normality tests and linearity tests), simple linear regression analysis, t-tests, and coefficient of determination (R^2) tests. The results of the study indicate that brand image has a positive and significant effect on purchasing decisions. In addition, the results of the coefficient of determination test show an R^2 value of 0.595, which means that the brand image variable is able to explain 59.5% of the variation in purchasing decisions, while the remaining 40.5% is influenced by other factors outside the study. These findings indicate that a positive brand image contributes to increasing purchasing decisions for Ventela shoes and reinforces the importance of branding strategies as part of developing fashion entrepreneurship.

Keywords: Brand Image; Fashion Entrepreneurship; Purchasing Decision; Students; Ventela.

A. Introduction

In the current era of globalisation and development of information technology, competition between companies has become increasingly intense. With consumers become more knowledge and critical in selecting products, they tend to choose product that are not only of high quality but also possess a positive brand image. According to Schiffman and Kanuk, as cited in (Adiwidjaja & Tarigan, 2017), consumers are more inclined to trust products with brands that are either preferred or well-known. This condition encourages companies to continuously improve their product quality to strengthen their brand image (Setiawati & Tyas, 2015). Brand image represents the consumer's perception or mental picture of a brand, which is formed through their experiences, information, and interactions with the product. It aims to build a positive consumer inclination toward a specific brand. Furthermore, brand image can be defined as the thoughts and impressions stored in the consumer's mind regarding the strengths and weaknesses of a product or service (Miati, 2020). Meanwhile, the purchasing decision is a critical stage in consumer decision-making, where individuals evaluate various alternatives before making a final product or service purchase (Khairunnisa et al., 2025).

One sector that is currently experiencing increasing competition in both domestic and international markets is the footwear industry. Shoes are an essential need used by various demographics, ranging from children to adults. Along with developments in the fashion industry, shoes no longer function merely as foot protection but have evolved into an integral part of lifestyle and personal identity. Based on data from the World Footwear Yearbook (2023), Indonesia ranks 5th as the largest footwear consumer in the world, with a total consumption reaching 702 million pairs of shoes, or 3.2% of the global footwear product consumption. In addition to being one of the largest consumers, in 2022 Indonesia also ranked 3rd as one of the largest shoe exporters after China and Vietnam, with an export quantity reaching 535 million pairs. In Indonesia itself, one of the local shoe brands that is currently highly capable of competing with foreign shoe brands is Ventela. Ventela is a local footwear brand from Bandung manufactured by PT Sinar RunnerIndo, which is sold at a relatively affordable price yet offers quality that is on par with other brands in its class.

In terms of supporting appearance, Ventela shoes are quite popular, especially among school and university students. Based on the results of a preliminary survey conducted by the researcher involving 32 students from various departements within the Faculty of Economics and Business, Universitas Negeri Makassar, it was found that 31 respondents were aware of the ventela brand, and 25 of them actively used Ventela shoes. Their primary reasons for choosing Ventela included the fact that it is a local product, offers good quality, comes at an affordable price, and features diverse designs and colors. However, despite Ventela's advantages in terms of price and quality, empirical phenomena indicate that not all consumers consistently make Ventela their primary choice, particularly when compared to foreign shoe brands. This condition reveals a gap between Ventela's potential brand image and actual consumer purchasing decisions, especially within the student segment. Furthermore, while research on the influence of brand image on purchasing decisions has been widely conducted, previous studies still show inconsistent findings. In addition, prior research has focused more heavily on other brands or products. Consequently, a research gap remains regarding the influence of brand image on purchasing decisions, specifically among students of the Universitas Negeri Makassar.

B. Literature Review

1. Marketing Management

Kotler and Armstrong (2016) define marketing management as the art and science of choosing target markets and building profitable relationships with consumers through value exchange (Aditya et al., 2023). This is because marketing management is closely related to positioning products, both goods and services, to become more widely recognized by the public. The primary objective of marketing management is to enable a business or company to maximize profits by satisfying consumer needs and wants.

Furthermore, marketing management represents a series of corporate processes encompassing the planning, implementation, and control of activities aimed at fulfilling consumer needs and desires through market mechanisms that generate profit for the company (Solihin, 2014). Based on the definitions above, it can be concluded that marketing management is a structured process involving planning and control implemented by a company to meet consumer needs and desires, thereby securing organizational profitability.

2. Marketing

Ariyanto et al. (2023) define marketing as an activity undertaken by individuals or groups to obtain value and profit by creating, offering, and exchanging products of value with other parties.

According to Solihin (2014), "marketing can be formulated as a process of fulfilling consumer needs and desires through market mechanisms that can generate profit for the company" (p. 176). Meanwhile, Sudaryono (2016) asserts that marketing is an integration of various interconnected activities designed to identify consumer needs through the process of creating, offering, and exchanging valuable products or services, as well as developing promotion, distribution, service, and pricing so that consumers are well-satisfied.

Based on the several perspectives explained above, it can be concluded that marketing is a series of activities or processes consisting of the creation, offering, and exchange of products conducted by individuals and companies with the objective of obtaining profit.

3. Brand

Kotler and Armstrong (2001) state that a brand is anything that can be offered to a market for attention, acquisition, use, or consumption to satisfy a consumer want or need (Amilia & Nst, 2020).

Meanwhile, according to Solihin (2014), "a brand is a name, symbol, typeface, or a combination of various elements used by a company to differentiate its products from those of competitors."

Based on its reputation, brands can be classified into 3 (three) types: ordinary brands, well-known brands, and famous brands. An ordinary brand is a brand that does not possess a high reputation. A well-known brand is a brand that holds a high reputation. Well-known brands possess a compelling and attractive appeal, thereby creating a distinct impression when used by consumers. Furthermore, a famous brand is a brand that holds the highest status compared to other brands. A famous brand is characterized by being highly renowned, resulting in its reputation being at the topmost tier (Novianti et al., 2017).

From the description above, it can be concluded that a brand is a highly vital component of a product, whether goods or services. This is because a brand serves as an identifier that distinguishes one product from another. Additionally, a brand provides convenience for consumers to recognize a company's products.

4. Brand Image

According to Kotler and Keller in Qomariah (2020), brand image is the impression or view of consumers formed from past information or experiences. Brand image is related to consumer beliefs and preferences toward a brand. Consumers who hold a positive image of a brand are more likely to make a purchase.

Brand image plays an essential role in influencing purchasing decisions. A brand that maintains a favorable image within society tends to be more preferred and easily accepted compared to a brand with a less favorable image (Arianty & Andira, 2021).

Brand image represents the thoughts or feelings of consumers when viewing or using a specific brand. A positive consumer perception toward a brand will enable consumers to make a purchase (Pandiangan et al., 2021).

According to Kotler and Keller (2016), brand image is a consumer's perception of a brand as a reflection of the associations held in the consumer's memory. Brand image constitutes the associations that emerge in the minds of consumers when recalling or encountering a particular brand (G. H. Pratama & Prabowo, 2023).

Based on the definitions above, it can be concluded that brand image is the perception, belief, and mental imagery held in the minds of consumers when seeing or hearing anything associated with a specific brand.

C. Methods

This study is a descriptive quantitative approach using a survey method. According to Sugiyono (2022), the survey method is a research used to obtain data regarding past or current phenomena, specifically concerning beliefs, opinions, characteristics, behaviors, and variable relationships, as well as to test several hypotheses regarding sociological and psychological variables from samples drawn from a specific population. The data collection technique involves non-depth observations (interviews or questionnaires), and the research findings tend to be generalized.

The population in this study consists of 65 students from Universitas Negeri Makassar, who currently use or have used Ventela brand shoes. A population refers to the entire group or elements that possess specific characteristics and are related to the subject being investigated. It can comprise individuals, objects, events, or anything relevant to the conducted research (Asrulla et al., 2023). Sampling in this study utilizes a non-probability sampling method, specifically with a census or total sampling technique. According to Sugiyono (2022), a census or total sampling is a sampling technique in which all members of the population are included as samples.

Data collection in this study was conducted using questionnaires, which were subsequently evaluated using validity and reliability tests. The data analysis techniques employed include classical assumption tests, simple linear regression analysis, a t-test, and the coefficient of determination.

D. Result and Discussion

1. Validity and Realibility Tests

Validity Test

Validity testing involves assessing the research where an instrument is declared valid if the calculated r-value is > r table (Pratama, 2020). In this study, the instrument test was conducted using data from 65 respondents. The table r value can be obtainned using the formula df = n-2 (65-2=63) with a significance level (α) of 5%, yielding a value of 0.244. The result of validity test for each item are shown in the following table:

Table 1. Brand Image Validity Test

Statement	r (calculated)	r (table)	Notes
1	0,754	0,244	Valid
2	0,715	0,244	Valid
3	0,718	0,244	Valid
4	0,780	0,244	Valid
5	0,713	0,244	Valid
6	0,853	0,244	Valid
7	0,658	0,244	Valid
8	0,664	0,244	Valid
9	0,822	0,244	Valid

Based on the table above, it can be seen that all statement items have a calculated r-value greater than the table r-value (0.244). These results indicate that every statement item used in the questionnaire is capable of measuring the intended aspect, specifically the brand image of Ventela shoes. High validity signifies that respondents provided answers consistent with the meaning contained in each statement item, meaning that the data obtained from this variable is reliable for further analysis.

Table 2. Results of the Purchase Decision Validity test

Statement	r (Calculated)	r (table)	Notes
1	0,617	0,244	Valid
2	0,637	0,244	Valid
3	0,602	0,244	Valid
4	0,800	0,244	Valid
5	0,745	0,244	Valid
6	0,566	0,244	Valid
7	0,812	0,244	Valid
8	0,774	0,244	Valid

9	0,561	0,244	Valid
10	0,765	0,244	Valid
11	0,762	0244	Valid
12	0,713	0,244	Valid
13	0,655	0,244	Valid
14	0,652	0,244	Valid
15	0,721	0,244	Valid

Based on the table above, it can be seen that all statement items have a calculated r-value greater than the table r-value (0.244). These results indicate that each statement item the purchasing decision instrument consistently measures the intended to measure, in this case, purchasing decisions. In other words, the questions presented to the respondents accurately reflect their behaviors and considerations when making the decision to purchase Ventela shoes.

From the above discussion, it can be concluded that after processing the data using SPSS 26, all statement items for the Brand Image (X) and the Purchasing Decision (Y) yielded a calculated r-value greater than the table r-value. Consequently, every statement item employed in this study is declared valid.

Reliability Test

A reliability test is an index that indicates the extent to which a measuring instrument can be trusted or relied upon. A realibility test indicate the extent to which measurement results remain consistent when conducted more than once on the same phenomenon using the same measuring instrument (Amanda et al., 2019). The reliability test in this study employs the Cronbach's Alpha analysis technique by examining the reliability statistics generated through SPSS 26 software. In this evaluation, a variable is declared reliable if its Cronbach's Alpha value > 0.60. The reliability test results for each statement across both variables (Brand Image and Purchasing Decision) used in this study are presented in the following table:

Table 3. Results of the Realibility test

Variable	***Cronbach's Alpha***	**N o Item**	**Results**
Brand Image	0,897	9	**Reliable**
Purchase Descision	0,916	15	**Reliable**

Based on the table above, it can be seen that the Cronbach's Alpha value for the Brand Image variable is 0.897, whilst that for Purchasing Decision variable is 0.916. The Cronbach's Alpha values for both variables are above the minimum reliability threshold of 0.60. This indicates that all statement items in both variables used in this study possess high internal consistency; consequently, they can be considered reliable and suitable for use. Based on these results, it can be concluded that the instruments used in this study is suitable for use as it is capable of producing consistent and realible results in measuring the variables under investigation.

2. Classical Assumption Test

Kolgomorov-Smirnov Test

If the probability value is > 0.05, the obtained data is declared to be normally distributed. Conversely, if the probability value is < 0.05, the data is declared to be not normally distributed.

Table 4. Results of the Kolgomorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		65
Normal Parametersa,b	Mean	.0000000
	Std. Deviation	5.08229534
Most Extreme Differences	Absolute	.079
	Positive	.047
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on the results of the normality test using the Kolmogorov-Smirnov method in the table above, can be seen that the significance value (Asymp. Sig. 2-tailed) is 0.200, which is greater than the significance threshold of 0.05. This indicates that the residual data are normally distributed. Consequently, it can be concluded that the regression model used to analyze the influence of brand image on purchasing decisions has satisfied one of the classical assumption, namely the normality assumption.

With the assumtion normality assumption satisfied, the regression analysis can proceed without any of the basic requirement of parametric statistics. This means that the results of the test of the influence of Brand Image on Purchasing Decisions can be interpreted more accurately, and the estimated results are considered to represent the actual conditions in the study population.

Linearity Test

The linearity test in this study was used to determine whether the relationship between the variables under investigation is linear or not. If the significance value obtained in the "Deviation from Linearity" row is > 0.05. then there is a linear relationship between the independent variable (X) and the dependent variable (Y). Conversely, if the significance value in the "Deviation from Linearity" row is < 0.05, then there is no linear relationship between the independent variable (X) and the dependent variable (Y) (Rohmah & Anom, 2022).

Table 5. Results of the LinearityTest

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Brand Image	Between Groups	(Combined)	2817.002	16	176.063	6.692	.000
		Linearity	2426.836	1	2426.836	92.236	.000
		Deviation from Linearity	390.166	51	26.011	.989	.482
	Within Groups		1262.937	48	26.311		
	Total		4079.938	64			

Based on the results of the linearity test results in the table above, the significance value of 0,482 was obtained in the "Deviation from Linearity" row; this value is greater than the significance threshold of 0.05. This indicates that there is no significant deviation from linearity between the brand image variable and the purchasing decision variable. Consequently, the relationship between these two variables is linear, meaning that changes in brand image have a direct and proportional relationship with changes in purchasing decisions.

Furthermore, the significance value obtained in the "Linearity" row, which is 0.000 < (0.05), reinforces the evidence of a linear and significant relationship between brand image and purchasing decisions. This means that the more positive the brand image of a product, the higher the consumer's purchasing decision toward that product.

3. Simple Linear Regression Analysis

Table 6. Results of the Simple Linear Regression Analysis Test

Coefficients[a]						
Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
1	(Constant)	6.088	5.686		1.071	.288
	Brand Image	1.450	.151	.771	9.617	.000
a. Dependent Variable: Keputusan Pembelian						

Based on the results analysis in the table above, the following regression equation was obtained:

$$Y = 6.088 + 1.450X$$

From this equation, it can be inferred that the constant value of 6.088 indicates that if the Brand Image variable is zero, the value of the Purchasing Decision stands at 6.088. Furthermore, the regression coefficient for Brand Image of 1.450 indicates that every one-unit increase in the Brand Image variable will increase the Purchasing Decision by 1.450. This demonstrates a positive influence of Brand Image on Purchasing Decisions.

Furthermore, the obtained significance value (Sig.) of 0.000 (< 0.05) indicates that Brand Image has a significant influence on consumers' Purchasing Decisions. Consequently, it can be concluded that the better the brand image of a product, the greater the consumers' tendency to make a purchase.

4. t-Test

According to Priyastama (2017), the t-test is used to partially effect of the independent variable on the dependent variable. Additionally, it can be utilized to determine the hypothesis testing for each individual variable (Imron, 2019). In this study, the t-test is conducted to determine whether the Brand Image variable (X) influences the Purchasing Decision variable (Y). If the calculated t-value is greater than the table t-value or the significance value is less than 0.05, there is a significant effect of the independent variable on the dependent variable. Conversely, if the calculated t value < t table or the significance value is greater than 0.05, the independent variable does not have a significant effect on the dependent variable (Riyanto & Hatmawan, 2020). To determine the t table value, the formula df = n - k is applied, where n= the number of respondents and k= represents the total number of variables (both independent and dependent). Given that the number of respondent is 65 and the the number of variables is 2, then df=65-2=63; from results, the t table value is 1,669.

Table 7. Results of the t test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.088	5.686		1.071	.288
	Brand Image	1.450	.151	.771	9.617	.000
a. Dependent Variable: Purchase Decision						

Based on the table above, the calculated t-value obtained for the Brand Image variable is 9.617, which is greater than the critical t-value (1.669). Meanwhile, the significance value (Sig.) is 0.000 < 0.05. Therefore, it can be concluded that Brand Image has a significant effect on Purchasing Decisions. This implies that consumer perception of brand image plays a substantial and critical role in determining purchasing decisions.

Furthermore, the regression coefficient value (B) of 1.450 indicates a positive direction of influence. This implies that the better the brand image of a product, the higher the purchasing decision made by consumers. In other words, an increase in positive brand perception will encourage consumers to become more confident and interested, ultimately driving them to make the decision to purchase the product.

5. Coefficient of Determination Test

The coefficient of determination test is used to measure the extent of the independent variable's (X) contribution to the variation (increase or decrease) in the dependent variable (Y). In other words, the dependent variable (Y) can be explained by the independent variable (X) to the extent of r^2 while the remaining percentage is explained by other variables outside the model (Imron, 2019).

Table 8. Results of the Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.771[a]	.595	.588	5.122
a. Predictors: (Constant), Brand Image				

Based on the table above, the correlation coefficient value (R) is found to be 0.771, indicating a strong relationship between Brand Image and Purchasing Decisions. Additionally, the R squared value of 0.595 demonstrates that the Brand Image variable is capable of explaining 59.5% of the variation that occurs in the Purchasing Decision variable. In other words, 59.5% of the changes in consumer purchasing decisions can be explained by brand image, while the remaining 40.5 is influenced by other factors outside this study.

These results confirm that Brand Image provides a substantial contribution to Purchasing Decisions. A brand that maintains a positive image in the minds of consumers not only enhances trust and loyalty but also directly drives consumers to select and purchase the product.

Based on the research conducted, the validity test results indicate that all statement items in the Brand Image (X) and Purchasing Decision (Y) variables have a significant calculated r-value above the critical r-table value of 0.244. This demonstrates that the constructed instrument is capable of accurately representing the research indicators.

Furthermore, the reliability test results reinforce these findings, yielding a Cronbach's Alpha value of 0.897 for the Brand Image variable and 0.916 for the Purchasing Decision variable. This indicates that the research questionnaire exhibits excellent internal consistency, falling into the "Highly Reliable" category. The high level of reliability signifies that the research instrument is free from random measurement errors; thus, if measurements are repeated on the same subjects at different times, they will consistently yield stable data.

Discussion of Research Results

Overall, the data analysis results indicate that the brand image variable has a positive and significant influence on the purchasing decisions of Ventela shoes among students of the Universitas Negeri Makassar. This is evidenced by the simple linear regression analysis, which yields a regression coefficient of 1.450 with a significance value of 0.000 < 0.05. This implies that every one-unit increase in Brand Image will increase the Purchasing Decision by 1.450 units. This demonstrates that a better product brand image in the minds of consumers leads to a greater likelihood of them deciding to purchase the product. The t-test results reinforce this finding, where the calculated t-value = 9.617is greater than the critical t-value = 1.669, alongside a significance value of 0.000 < 0.05; it can be concluded that Brand Image has a significant effect on Purchasing Decisions. Based on these results, the research hypothesis stating that "brand image has a positive and significant influence on the purchasing decisions of Ventela shoes among students of the Universitas Negeri Makassar" is accepted. Furthermore, the coefficient of determination test shows an R-squared value of 0.595, meaning that 59.5% of the variation in purchasing decisions can be explained by brand image, while the remaining 40.5% is influenced by other factors.

The results of this study are in line with the perspective of Kotler and Keller regarding the importance of consumer perception and beliefs toward a brand. A positive brand image is proven to be capable of fostering trust, which minimizes consumer doubt when selecting a product. In this context, Ventela, as a local brand, has successfully built a strong identity through casual design styles, competitive quality, and a style deeply connected to youth lifestyle. Moreover, this study supports prior research conducted by Arianty and Andira (2021), Deanova and Thamrin (2024), Putri (2022), Amilia and Nst (2017), as well as Yusditara et al. (2022), which states that brand image exerts a positive and significant influence on consumer purchasing decisions.

These findings indicate that Ventela successfully competes in the domestic market due to its ability to showcase authentic values that are increasingly favored by the younger generation. Students, as a market segment critical of trends and brand identity, are more inclined to choose products that can reflect their character. Therefore, a strong and consistent brand image becomes a key element in strengthening consumer loyalty while expanding market share. Consequently, the implication of this study's results for the company underscores the importance of maintaining and reinforcing its brand image through consistent communication strategies, product quality enhancements, and the utilization of social media as a means to build an emotional connection with consumers.

Based on these results, overall, this study confirms that brand image plays a strategic role in influencing purchasing decisions, particularly in fashion products such as Ventela shoes. A brand with a positive image is not only capable of attracting consumer interest but also fostering long-term loyalty among its consumers. Therefore, effective brand image management serves as one of the primary keys to success in winning the competition within the industry, especially for local footwear brands.

E. Conclusion and Recommendation

Based on the results of the analysis and discussion in the previous chapter, it can be concluded that brand image plays an essential role in influencing the purchasing decisions of Ventela shoes, whereby a positive brand image is capable of enhancing consumer trust, preference, and confidence when selecting a product. This is evidenced by the hypothesis testing results, which demonstrate that brand image has a positive and significant influence on the purchasing decisions of Ventela shoes among students of the Universitas Negeri Makassar.

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