



Influence of Celebrity Endorsement, Price Perception, and Product Quality on Purchase Decision of Ventela Products

Tiara Khurnia Illahi¹⁾; Misti Hariasih^{2*)}; Dewi Komala Sari³⁾

^{1,2,3)}**Department of Management, Faculty of Business, Law, and Social Sciences, Universitas Muhammadiyah Sidoarjo**

***Corresponden Author:** mistihariasih@umsida.ac.id

How to Cite :

Illahi, T. K, Hariasih, M, Sari, D. (2026). *Influence Of Celebrity Endorsment, Price Perception, and Product Quality on Purchase Decision of Ventela Products*. *Bima Journal : Business, Management and Accounting Journal*, 7 (1) 605– 620. DOI: <https://doi.org/10.37638/bima.7.1.605-620>

ARTICLE HISTORY

Received [30 January 2026]

Revised [12 February 2026]

Accepted [13 June 2026]

KEYWORDS

Celebrity Endorsement;
Price Perception; Product
Quality; Purchasing
Decision.

ABSTRACT

Purpose: This study aims to analyze the influence of celebrity endorsement, price perception, and product quality on purchasing decisions of Ventela brand shoes. **Methodology:** This research employs a quantitative approach using a survey method. The population consists of consumers who have purchased and used Ventela products. A non-probability sampling technique with a purposive sampling approach was applied, involving 100 respondents. Data were collected through a Google Form-based questionnaire using a Likert scale and analyzed using Smart PLS software. **Results:** The results indicate that celebrity endorsement, price perception, and product quality have a positive and significant effect on purchasing decisions. **Findings:** Among the examined variables, product quality has the most dominant influence on consumers' purchasing decisions. **Novelty:** This study integrates celebrity endorsement, price perception, and product quality simultaneously to explain purchasing decisions in the context of local footwear brands. **Originality:** The research provides empirical evidence on consumer purchasing behavior toward Ventela shoes using a PLS-based quantitative approach. **Conclusion:** Celebrity endorsement, price perception, and product quality significantly influence purchasing decisions, with product quality being the strongest determinant. **Type of Paper:** Research Article

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



INTRODUCTION

The Indonesian local product industry has experienced relatively rapid growth, driven by the increasing number of domestic product exhibitions and the rising search interest for local brands such as Ventela on Google Trends. Nevertheless, a major challenge lies in converting this popularity into actual purchasing behavior (Krisdamarjati, 2020). Developments in fashion trends, particularly in footwear, have led consumers to place greater emphasis on appearance, style, and the suitability of products to their social needs, making the purchase decision process more complex (Dafanti & Rulirianto, 2024). Amid increasingly intense global competition due to the presence of various foreign brands, domestic producers such as Ventela seek to enhance their competitiveness through marketing strategies that are adaptive and responsive to market demands (Aini, 2022). One strategy that is frequently adopted is the use of celebrity endorsement, which is considered capable of

creating a positive brand image (Kesumahati & Febrianti, 2022) In addition, consumers' perceptions of price and product quality constitute key factors influencing their purchasing decisions.

Purchasing decision is the final stage of the consumer decision-making process in selecting a product, in which individuals evaluate various available alternatives and decide to purchase the product that is considered most suitable for their needs (Nugroho & Soliha, 2024). This decision is influenced not only by rational considerations such as price and quality, but also by emotional and psychological factors, including the use of celebrity endorsement in marketing strategies (Ekasari et al., 2024). A purchasing decision represents consumers' attitudes toward a product that they believe will provide satisfaction (Kumbara, 2021). Therefore, in the purchasing decisions of Ventela footwear products, the combination of celebrity endorsement, price perception, and product quality constitutes important factors that can influence consumers' purchasing decisions (Azizah & Fikriyah, 2023). Sales issues faced by Ventela arise from the increasingly intense competition in Indonesia's local footwear industry, which is marked by the emergence of various brands such as Ventela, Aerostreet, and Compass competing to attract consumer attention (Dafanti & Rulirianto, 2024). This condition poses challenges for Ventela in maintaining consumer trust in its products, as consumers have become more critical in comparing quality, price, and brand image before making purchasing decisions.

Celebrity endorsement is one of the marketing strategies considered effective in attracting consumer attention, particularly among younger segments. Celebrity endorsement refers to the use of an actor, artist, entertainer, or athlete who is publicly recognized for achievements in their respective fields to support a product in advertising activities (Nugroho & Soliha, 2024). This view is consistent with Ardiansyah et al. (2022) who state that celebrity endorsement involves the use of celebrities to strengthen product promotion. Ventela, as a local footwear brand, adopts this strategy by collaborating with Jerome Polin, a public figure who is widely known among the younger generation, as a celebrity endorser for its products (Admin, 2024). This collaboration serves as a strategy to deliver product messages in a more engaging manner to the target market. Putri and Istiyanto (2021) further argue that the use of celebrities in advertising can stimulate consumers' purchase intention, as celebrities are able to convey product messages in an inspiring way. However, although Jerome Polin is effective in attracting the attention of younger consumers, his popularity, which is largely concentrated among students and university audiences, may limit the overall market reach of Ventela's products. This condition raises the question of whether the selected celebrity endorser is able to influence purchasing decisions comprehensively, including among broader consumer segments.

Price perception is an important variable influencing consumers' purchasing decisions, as it represents how consumers evaluate the relationship between the price offered and the perceived benefits, quality, and their financial capability. Price perception refers to consumers' views of price based on their interpretation of the information received, in which price is not regarded merely as a numerical figure, but also as an indicator of product value and quality (Putra et al., 2023). Previous studies on price perception emphasize that prices aligned with consumers' financial capacity and living needs tend to be more favorably received. Ventela offers footwear within a price range of approximately IDR 230,000 to IDR 459,800, depending on the model and the collaborations released. This condition positions price perception as a key factor influencing consumers' purchasing decisions, particularly among younger generations. For example, the Ventela x Jerome Polin Konnijiwa collaboration, priced at around IDR 459,800, illustrates that a strong collaboration can enhance consumers' evaluation of a product's value (Kamalia, 2024). Accordingly, Ventela may consider price perception as a basis for formulating pricing strategies to encourage consumer purchase intention (Ventela, 2024). However, Ventela's product prices, which tend to be higher than those of other local footwear brands such as Saba and Aerostreet, create challenges related to price perception among consumers. These price differences may influence consumers' assessments of the value offered and raise doubts as to whether the higher price is proportional to the quality and benefits received.

Product quality is an important factor that can influence consumers' purchasing decisions. High product quality encourages purchasing decisions because the product provides both functional and emotional value in its use (Cesariana et al., 2022). The better the quality of a product offered, the stronger its influence in encouraging purchasing decision (Rozi & Khuzaini, 2021). Ventela footwear products serve as an example of products positioned with relatively high quality, as they utilize premium canvas materials combined with suede as the main components, ultralite foam insoles for comfort, and anti-slip rubber outsoles that convey a premium impression and enhance wearing comfort. The quality of Ventela products therefore becomes a significant aspect that can influence consumers' purchasing decisions in a competitive market environment. However, issues related to Ventela's product quality have emerged, as reflected in several consumer complaints regarding aspects such as outsole durability, comfort during long-term use, and material resistance to weather conditions. This situation raises questions regarding whether Ventela's product quality is able to compete effectively with that of other local footwear brands.

In empirical studies, the influence of celebrity endorsement on purchasing decisions has produced inconsistent results. Several studies indicate that the presence of celebrities can significantly encourage purchasing decisions, as evidenced in research on Erigo products (Kerin & Musadad, 2022). Similar findings were reported in studies showing that the use of public figures has a positive effect on purchasing decisions for Somethinc products (Rahmani et al., 2022). However, contrasting results were found in other studies, which reported that celebrity endorsement did not influence purchasing decisions in the case of Wardah products (Dewi & Sari, 2023). Similar inconsistencies are also observed in studies on price perception. Some research suggests that price perception has an important influence on purchasing decisions, as prices that are aligned with product quality can enhance perceived value among consumers (Azahari & Hakim, 2021). Other studies state that reasonable prices proportional to service quality positively affect purchasing decisions at Sudut Halaman Café (Khaira et al., 2022). In contrast, different findings were reported for snack food products, where price perception did not have a significant effect because consumers placed greater emphasis on taste and packaging (Nanda & Keni, 2022). Regarding product quality, several studies indicate that good product quality increases consumer trust and satisfaction (Selvia et al., 2022). Other research also shows that superior motor vehicle quality has a significant effect on purchasing decisions in Bogor City (Aghitsni & Busyra, 2022). Nevertheless, contrasting findings were identified in studies on Oppo smartphones, where product quality did not significantly influence purchasing decisions, as consumers were more affected by promotional activities and price perception (Rumengan, 2022).

Based on prior studies, several research gaps can be identified. These gaps arise from inconsistencies in previous findings regarding the influence of celebrity endorsement, price perception, and product quality on purchasing decisions. Accordingly, this study undertakes an in-depth examination to establish research novelty and to assess whether the variables under investigation exert an influence or not. The researcher identifies the presence of an evidence gap, namely differences in findings derived from earlier empirical studies. Several previous studies report divergent results, both in terms of the existence and the absence of relationships among the variables. On this basis, it can be concluded that inconsistencies in earlier research findings justify the need for re-examination (Sari & Komalasari, 2025). This study aims to obtain a more comprehensive understanding of how celebrity endorsement, price perception, and product quality influence consumers' purchasing decisions toward Ventela products, while also contributing to the development of more effective marketing strategies for local brands.

Purchasing Decision

Purchasing decision is a process of choosing among two or more available alternatives, in which the existence of multiple options becomes a fundamental requirement for decision-making (Handika et al., 2023). The purchasing decision represents an important stage that consumers go

through before determining whether to buy a particular product, indicating that consumers do not purchase products impulsively, but instead evaluate the available alternatives. A purchasing decision may occur due to consumers' interest in a product, which stimulates the desire to try, use, or even own it (Marlius & Jovanka, 2023). Furthermore, the purchasing decision can be described as a problem-solving process carried out through analysis, information searching, and consideration of personal preferences before ultimately making a decision and forming post-purchase attitudes (Rahmadani & Eka Febriansah, 2024). In other words, a purchasing decision is not merely an act of buying, but involves various considerations influenced by consumer interest, information received, and prior experience. According to Rohmadhani and Hariasih (2024), purchasing decisions are measured using four indicators: (1) trust in a product, (2) routine purchasing patterns, (3) support from recommendations, and (4) repeat purchases.

Celebrity Endorsment

Celebrity endorsement refers to the use of public figures who are widely recognized by society due to their achievements, talents, or personal appeal as intermediaries for conveying promotional messages of a product (Rivaldi Arissaputra, 2024). The effectiveness of a celebrity as an endorser depends on three main aspects: trustworthiness, expertise, and attractiveness. Celebrities who are perceived as credible, knowledgeable, and attractive are able to build trust and generate positive influence toward the promoted product (Hovland et al., 1953). Individuals selected as endorsers generally possess a certain level of social influence, as their lifestyles or public images attract public attention, enabling them to shape attitudes and choices within specific consumer groups (Murwaningtyas et al., 2020). According to Gilal et al. (2020): the indicators of celebrity endorsement consist of: (1) trustworthiness, (2) expertise, and (3) attractiveness.

Celebrities who possess high levels of attractiveness, expertise, and credibility are able to build positive perceptions of products, which ultimately encourage consumers to make purchasing decisions (Moraes et al., 2019). Celebrity endorsement influences purchase decisions because the trustworthiness and expertise of endorsers strengthen consumers' acceptance of promotional messages (Chenglin et al., 2023). This theoretical perspective is supported by previous studies demonstrating that celebrity attractiveness and credibility play an important role in shaping positive consumer perceptions and enhancing purchase decisions through these favorable perceptions (Azizah & Fikriyah, 2023). Other research also indicates that celebrity endorsement has a positive effect on purchase decisions for Erigo products, where celebrity credibility and lifestyle increase consumer trust (Kerin & Musadad, 2022). The findings of this study are consistent with other research showing that celebrity endorsement significantly influences purchase decisions (Rahmadani & Eka Febriansah, 2024). Collectively, these findings confirm that the more positive the perceptions associated with a celebrity endorser, the greater their influence on consumers' purchase decisions.

Price Perception

Price can be understood as the way consumers comprehend and evaluate price information holistically, in which price does not merely represent a nominal figure but also embodies considerations of the value and benefits obtained from a product or service. Price perception is closely related to how consumers assess the amount of expenditure required in comparison with the benefits or satisfaction they expect to receive (Sandala & Tumbel, 2021). Price perception is associated with both the functional and symbolic value perceived by consumers when owning or using a product; therefore, price is not viewed solely as a burden, but rather as a benchmark of the value offered by the product (Kambey et al., 2022). According to Kotler and Keller (2008), price is measured through four indicators: (1) price affordability, (2) price conformity with product quality, (3) price competitiveness, and (4) price conformity with perceived benefits.

Price perception refers to how consumers evaluate and interpret the price of a product based on the value they perceive. Consumers do not view price in absolute terms; instead, they

compare it with a reference price stored in their minds (Kotler & Keller, 2008). This theory is supported by previous research indicating that price perception has a significant effect on purchase decisions for Nature Republic products, where consumers are more likely to purchase when the price is perceived as being commensurate with the quality and benefits received (Pradana, 2022). Other studies also state that affordable prices that are aligned with product quality encourage consumers to make purchasing decisions (Hananto, 2021). The results of this study are consistent with other research showing that price perception influences purchase decisions (Hananto, 2021). Overall, these studies confirm that positive price perception plays an important role in influencing consumers' purchase decisions.

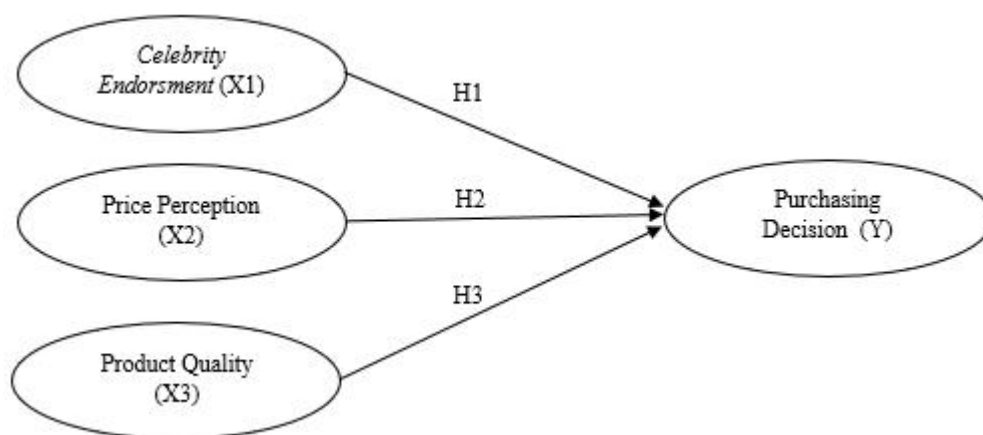
Product Quality

Product quality refers to the inherent characteristics of a good or service that are considered capable of meeting consumers' expectations and needs across various usage situations. Product quality plays an important role in influencing purchasing decisions, as consumers' perceptions of product quality are directly related to their level of interest in making a purchase (Cesariana et al., 2022). Product quality is not static in nature, but rather a dynamic condition influenced by various factors, including human resource performance, production processes, and the work environment, which collectively contribute to fulfilling consumer expectations. According to Nugroho et al. (2023) product quality is measured using four indicators: (1) conformity, (2) durability, (3) perceived quality, and (4) aesthetics.

Product quality refers to the overall characteristics of a product that influence its ability to satisfy consumer needs. High product quality creates value and satisfaction for consumers; therefore, the higher the product quality, the greater its influence on purchase decisions (Kotler & Keller, 2008). This theory is supported by previous research indicating that product quality has a significant effect on purchase decisions for Converse shoes, where product durability and design enhance consumer trust (Astuti et al., 2019). Other studies also state that good service quality and adequate facilities increase customer satisfaction and encourage repeat purchase decisions (Maretza Naufal Fishendra, 2022). Another study finds that price has a positive and significant influence on purchase decisions. The results of this study are consistent with other research showing that product quality influences purchase decisions (Sari & Komalasari, 2025). Collectively, these findings confirm that the more positive consumers' perceptions of product quality, the greater its impact on purchase decisions

Research Framework

Figure 1. Research Framework



METHOD

This study employs a quantitative approach. The quantitative approach is one of the important and widely used methods for collecting and analyzing data, and it is selected because it is aligned with the objectives of the study (Nugraha, 2024). The population in this study comprises all consumers who have purchased Ventela shoes, the exact number of whom is unknown. The sampling method applied in this study is non-probability sampling. The technique used is purposive sampling. In this study, the sample consists of consumers of Ventela footwear at Pandaan Sneakers Store. The respondent criteria include consumers who have purchased and used Ventela products at least once, are aged between 17 and 35 years, reside in the Java region, and are willing to complete the questionnaire. The sample size is determined using the Lemeshow formula, which is a sampling technique based on specific criteria in accordance with the research objectives (Sihombing & Arsani, 2022)

$$n = \frac{z^2 p(1-p)}{d^2}$$

n = sample size

Z = Z value of the normal distribution at a 5% significance level (two-tailed)

P = estimated maximum probability

d = margin of error

$$\begin{aligned} n &= \frac{1,96^2 0,5(1-0,5)}{0,1^2} \\ n &= \frac{3,8416 \times 0,25}{0,01} \\ n &= 96,04 \end{aligned}$$

Based on the results of the minimum sample size calculation, the required minimum sample size is 96.04 respondents. To determine the adequacy of the sample size, this study refers to Roscoe's theory, which states that an appropriate sample size for research generally ranges from 30 to 500 respondents (Enderlein et al, 1990). Accordingly, this study establishes a total sample of 100 respondents.

Data collection in this study is conducted using a questionnaire distributed via Google Forms. Data analysis in this study employs Partial Least Squares-Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0 software to process and analyze primary data. The analysis process comprises two main stages: the Outer Model and the Inner Model. The Outer Model evaluation includes tests of convergent validity, discriminant validity, and reliability to assess whether the indicators appropriately measure the intended constructs. (Sihombing & Arsani, 2022)

RESULTS AND DISCUSSION

RESULTS

Demographic Characteristics of Respondents

Based on the demographic data, the majority of respondents in this study are female, totaling 66 individuals, while male respondents account for 34 individuals. In terms of age distribution, the 21–25 age group dominates the sample with 73 respondents, followed by the 15–20 age group with 18 respondents. Meanwhile, respondents aged 26–30 total 3 individuals, and those aged 31–35 represent the smallest group of respondents. This distribution indicates that the respondents are predominantly female and fall within the young productive age range. Such

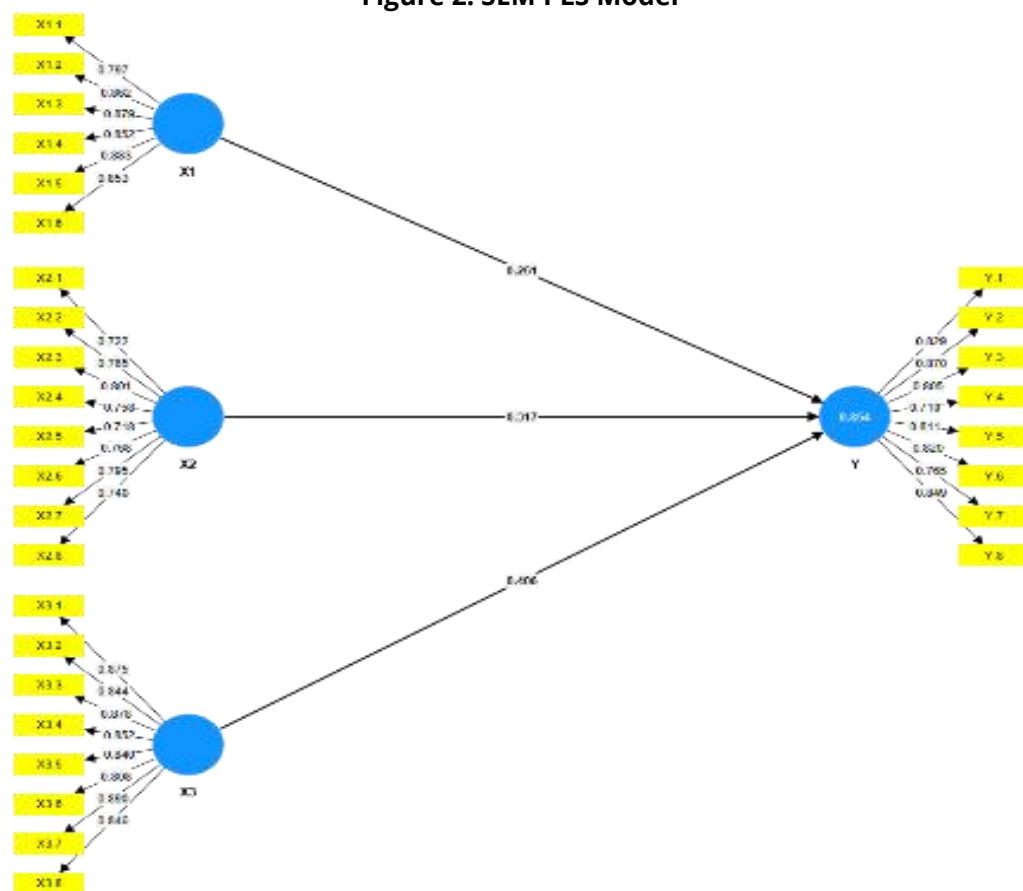
characteristics are considered appropriate for examining purchasing decisions, particularly for products influenced by celebrity endorsement, price perception, and product quality.

Outer Model

Convergent Validity Test

The first step in the Partial Least Squares (PLS) analysis technique is to construct the structural model and the measurement model based on the relationships among latent variables. As illustrated in Figure 1, the exogenous variables—celebrity endorsement, price perception, and product quality—are measured through their respective indicators with specific loading values. After the direction of the causal relationships among constructs is specified toward the endogenous variable, namely purchasing decision, this initial model is used to proceed with the evaluation of the outer model, including the convergent validity test.

Figure 2. SEM PLS Model



Convergent validity aims to assess whether the indicators used are able to measure the same construct through high correlations among the indicators. This assessment is conducted by examining the loading factor values of each indicator.

Table 1. Outer Loading Results

Variable	Indicator	Outer loading	Description
Celebrity Endorsment (X1)	X1.1	0.797	Valid
	X1.2	0.862	Valid
	X1.3	0.879	Valid
	X1.4	0.852	Valid
	X1.5	0.883	Valid
	X1.6	0.853	Valid
Price Perception (X2)	X2.1	0.722	Valid
	X2.2	0.765	Valid
	X2.3	0.801	Valid
	X2.4	0.758	Valid
	X2.5	0.718	Valid
	X2.6	0.768	Valid
	X2.7	0.795	Valid
	X2.8	0.740	Valid
Product Quality (X3)	X3.1	0.875	Valid
	X3.2	0.844	Valid
	X3.3	0.878	Valid
	X3.4	0.852	Valid
	X3.5	0.840	Valid
	X3.6	0.808	Valid
	X3.7	0.890	Valid
	X3.8	0.846	Valid
Purchasing Decision (Y)	Y.1	0.829	Valid
	Y.2	0.870	Valid
	Y.3	0.805	Valid
	Y.4	0.710	Valid
	Y.5	0.811	Valid
	Y.6	0.820	Valid
	Y.7	0.765	Valid
	Y.8	0.849	Valid

Source: Processed Data, 2026

The outer loading output presents the loading factor values of each indicator in measuring its respective latent construct. These values are used to evaluate convergent validity, where indicators with high loading factors indicate a strong correlation with the construct being measured.

Discriminant Validity Test

The discriminant validity test is measured using cross loading.

Table 2. Cross Loading Result

	X1	X2	X3	Y
X1.1	0.797	0.702	0.667	0.686
X1.2	0.862	0.719	0.762	0.734
X1.3	0.879	0.739	0.756	0.734
X1.4	0.852	0.725	0.775	0.769
X1.5	0.883	0.696	0.789	0.770
X1.6	0.853	0.681	0.727	0.755
X2.1	0.695	0.722	0.691	0.650
X2.2	0.740	0.765	0.713	0.689
X2.3	0.651	0.801	0.640	0.627
X2.4	0.600	0.758	0.621	0.601
X2.5	0.559	0.718	0.629	0.616
X2.6	0.651	0.768	0.623	0.721
X2.7	0.531	0.795	0.579	0.628
X2.8	0.596	0.740	0.592	0.699
X3.1	0.794	0.770	0.875	0.783
X3.2	0.721	0.701	0.844	0.724
X3.3	0.782	0.781	0.878	0.766
X3.4	0.700	0.738	0.852	0.754
X3.5	0.686	0.669	0.840	0.767
X3.6	0.691	0.600	0.808	0.727
X3.7	0.776	0.734	0.890	0.803
X3.8	0.818	0.738	0.846	0.763
Y.1	0.769	0.737	0.802	0.829
Y.2	0.745	0.746	0.789	0.870
Y.3	0.667	0.696	0.756	0.805
Y.4	0.609	0.700	0.584	0.710
Y.5	0.691	0.759	0.727	0.811
Y.6	0.744	0.628	0.742	0.820
Y.7	0.649	0.652	0.588	0.765
Y.8	0.731	0.681	0.744	0.849

Source: Processed Data, 2026

The cross-loading results presented in Table 2 show that each indicator has a higher loading value on the construct it is intended to measure than on other constructs, thereby meeting the criteria for discriminant validity. For example, the indicators of construct X1 exhibit the highest loading values in the X1 column (such as 0.797, 0.862, 0.879, 0.852, and so forth), indicating that these indicators represent the X1 variable more strongly than other variables. A similar pattern is observed for the indicators of variables X2, X3, and Y, where each indicator demonstrates its highest loading on its respective construct, although some indicators show moderate correlations with other constructs. Overall, this pattern indicates that there is no overlap among constructs, and each indicator is able to clearly distinguish itself according to the latent variable it represents. Therefore, the cross-loading results support the conclusion that the PLS model exhibits good discriminant validity.

Construct Reliability Test

The construct reliability test in PLS analysis is conducted to assess whether each latent variable demonstrates good internal consistency in measuring its construct. This evaluation is

performed using Cronbach's Alpha, Composite Reliability (ρ_A and ρ_C), and the Average Variance Extracted (AVE). The purpose of this test is to examine the extent to which the indicators of each construct produce stable, consistent, and reliable results when used to measure the same variable.

Table 3. Construct Reliability Test Result

	Cronbach's alpha	Composite reliability (ρ_a)	Composite reliability (ρ_c)	AVE	Description
X1	0.926	0.927	0.942	0.731	Valid
X2	0.895	0.895	0.916	0.576	Valid
X3	0.947	0.948	0.956	0.730	Valid
Y	0.924	0.927	0.938	0.654	Valid

Source: Processed Data, 2026

Based on Table 3, all constructs exhibit Cronbach's Alpha values above 0.7, Composite Reliability values above 0.7, and AVE values above 0.5. These results indicate that all constructs meet the reliability standards and can be considered valid. This finding demonstrates that the indicators of variables X1 (celebrity endorsement), X2 (price perception), X3 (product quality), and Y (purchasing decision) consistently measure their respective constructs, thereby allowing the model to proceed to the inner model analysis.

Inner Model

R-Square Test

The purpose of the R-square test in PLS analysis is to determine the extent to which the independent variables are able to explain the dependent variable, thereby assessing the strength of the structural (inner) model. The R-square value indicates the proportion of variance in the dependent variable that can be explained by all predictor variables included in the model.

Table 4. R-Square Test Result

	R-square	R-square adjusted
KP	0.854	0.849

Source: Primary Data Analysis (2026)

In Table 4, the R-square value of 0.854 for the Purchasing Decision (PD) variable indicates that 85.4% of the variance in purchasing decisions can be explained by celebrity endorsement, price perception, and product quality. This value falls into the very strong category, as it exceeds the threshold of 0.75 according to commonly used PLS criteria. Meanwhile, the adjusted R-square value of 0.849 represents the value adjusted for the number of predictors in the model, and it remains high, confirming that the model has very strong predictive capability and is appropriate for use in the subsequent stages of analysis.

Hypothesis test

Hypothesis testing in this study is conducted using the bootstrapping method. Bootstrapping is a technique in PLS analysis used to examine the significance of relationships among variables in the structural (inner) model by repeatedly resampling from the original data. This process produces more accurate estimates of the coefficient distribution, allowing the calculation of T-statistics and p-values to determine whether the relationships among variables are statistically significant. The Original Sample (O) value represents the magnitude of the direct effect coefficient in the original model, while the Sample Mean (M) reflects the average coefficient obtained from the bootstrapping process. The Standard Deviation (STDEV) indicates the extent of

variation in the estimates during the resampling process. The T-statistics value (O/STDEV) is used to assess significance, with the criterion that $T > 1.96$ indicates a significant effect at the 95% confidence level.

Table 5. Hypothesis Test Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
$X1 > Y$	0.251	0.246	0.109	2.309	0.021
$X2 > Y$	0.317	0.313	0.079	3.987	0.000
$X3 > Y$	0.406	0.414	0.124	3.62	0.001

Source: Processed Data, 2026

The coefficient output from the bootstrapping results in Table 5 shows the strength and significance of the effects of each independent variable on the dependent variable (Purchasing Decision). The results indicate that Celebrity Endorsement ($X1 \rightarrow Y$) has a coefficient of 0.251 with a T-statistic of 2.309 and a p-value of 0.021, indicating a significant effect. Price Perception ($X2 \rightarrow Y$) shows a coefficient of 0.317 with a T-statistic of 3.987 and a p-value of 0.000, demonstrating a highly significant effect. Finally, Product Quality ($X3 \rightarrow Y$) has the largest coefficient, 0.406, with a T-statistic of 3.620 and a p-value of 0.001, indicating that this variable exerts the strongest and significant influence on purchasing decisions.

DISCUSSION

Celebrity Endorsement Influences Purchasing Decision

The endorser's attractive appearance successfully captures attention and makes consumers more likely to remember the promoted product. In addition, the endorser is perceived as experienced in selecting quality products, making the recommendations considered relevant to consumer needs. A sense of trust also emerges because the endorser is viewed as honest and credible when conveying opinions about Ventela shoes. The endorser's inspiring lifestyle further encourages consumers to follow the product choices they use, including the footwear they wear. The endorser's understanding of the characteristics of the promoted shoes makes the promotional message more convincing, supported by the endorser's positive reputation in society, which further strengthens the product's positive image. This condition encourages consumers to feel more confident in making purchasing decisions for Ventela shoes.

The results of this study are consistent with the Source Credibility Model, which posits that celebrity endorsement influences purchasing decisions because the endorser's trustworthiness and expertise enhance the acceptance of promotional messages (Chenglin et al., 2023). These findings are supported by previous studies stating that celebrity endorsement has a significant effect on purchasing decisions (Ardiansyah et al., 2022). The results are also in line with earlier research revealing that celebrity endorsement influences purchasing decisions (Kerin & Musadad, 2022). Furthermore, this study is similar to other research demonstrating that celebrity endorsement can affect purchasing decisions (Rahmani et al., 2022). and it is further reinforced by additional findings confirming that celebrity endorsement influences purchasing decisions (Rahmadani & Eka Febriansah, 2024).

Price Perception Influences Purchasing Decision

The analysis results demonstrate that price perception has a significant influence on purchasing decisions for Ventela shoes. This indicates that consumers place considerable emphasis on price considerations before making a purchase. Changes in price are proven to affect purchase intention, as consumers are sensitive to both increases and decreases in product prices. The price of Ventela shoes is perceived as reasonable when compared to the benefits obtained, both in terms of functionality and comfort during various activities. In addition, the offered price is considered

competitive with other footwear brands in the market, thereby enhancing the product's attractiveness. Consumers interpret price as an indicator of material quality and comfort level, so an appropriate price strengthens their confidence in the product's quality. Compared to other local footwear brands, Ventela's pricing is perceived as more appealing, which ultimately makes price a crucial factor that encourages consumers to make purchasing decisions.

The results of this study are consistent with price perception theory, which states that price influences purchasing decisions because consumers evaluate price as an indicator of the value and benefits received. Accordingly, prices perceived as reasonable and competitive encourage purchasing decisions (Kotler & Armstrong, 2020). These findings are supported by previous studies indicating that price perception affects purchasing decisions (Kerin & Musadad, 2022). The results are also consistent with earlier research revealing that price perception influences purchasing decisions (Rahmani et al., 2022). Furthermore, this study aligns with other research demonstrating that price perception can affect purchasing decisions (Rumengan, 2022). and it is reinforced by additional findings confirming that price perception has a significant influence on purchasing decisions (Kambey et al., 2022).

Product Quality Influences Purchasing Decision

The results of the analysis indicate that product quality influences the purchasing decision of Ventela shoes. This finding shows that consumers perceive the product as superior in several aspects. The shoe design is considered attractive and aligned with current trends, making it suitable for market preferences. The product received is also viewed as consistent with its description, which leads to satisfaction after purchase. Ventela shoes are regarded as capable of supporting daily activities effectively and remaining durable despite frequent use. Product durability becomes an added value, as the shoes are not easily damaged even when used over a long period. The appearance of the shoes, which looks premium despite being a local brand, also increases consumer confidence. Comfort is experienced through soft cushioning and anti-slip features, allowing the shoes to remain comfortable even during relatively demanding activities. In addition, the prompt response of customer service in handling complaints further strengthens positive consumer perceptions and encourages the decision to purchase Ventela shoes.

The results of this study are consistent with marketing management theory, which states that product quality influences purchasing decisions because a product's ability to meet consumer needs, provide comfort, and offer good durability increases consumer satisfaction and confidence in making a purchase (Kotler & Keller, 2016). These findings are supported by previous studies indicating that product quality affects purchasing decisions (Selvia et al., 2022). This result is also in line with other research showing that product quality can influence purchasing decisions (Aghitsni & Busyra, 2022). Other studies also report that price has a positive and significant effect on purchasing decisions. In addition, this study is similar to other research demonstrating that product quality influences purchasing decisions (Sari & Komalasari, 2025). and it is further strengthened by empirical evidence proving that product quality affects purchasing decision (Nugroho et al., 2023).

CONCLUSION

Based on the results of the analysis and discussion in this article, it can be concluded that celebrity endorsement influences purchasing decisions for Ventela shoes. Price perception also influences purchasing decisions for Ventela shoes, and product quality likewise affects purchasing decisions. These findings indicate that celebrity support is able to strengthen consumer confidence in selecting the product. In addition, an appropriate price perception aligned with the target market further reinforces purchasing decisions. Product quality is identified as the variable with the strongest influence on purchasing decisions, indicating that consumers place primary attention on aspects such as comfort, durability, and overall product quality before making a purchase.

The implications of these findings suggest that Ventela should optimize the use of celebrity endorsements by selecting celebrities who are relevant to youth-oriented lifestyles and who actively engage on social media to enhance their impact on purchasing decisions. Another implication is that Ventela needs to maintain a pricing strategy that remains competitive and aligned with consumer expectations. Pricing that matches the targeted segment will help strengthen purchasing decisions. Furthermore, Ventela should consistently enhance product quality, particularly in terms of comfort and durability, as these aspects represent the main factors influencing consumer purchasing decisions.

Practical recommendations include the need for Ventela to be more selective in choosing endorsers with a clear track record and a consistently positive public image, while reinforcing this reputation through relevant and easily understood content. From a pricing perspective, the company may review its pricing and promotional strategies so that the value offered appears more attractive than that of other local shoe brands, for example through bundling packages, periodic discounts, or clearer communication of product benefits that correspond to the price. In addition, customer service quality should be improved by accelerating responses to complaints, either through staff training, the addition of communication channels, or the establishment of response-time standards, so that the overall consumer experience improves and trust in repeat purchases is strengthened.

ACKNOWLEDGMENTS

Praise and gratitude are extended to Allah SWT for His mercy and grace, through which this article was completed as part of the final project. The author expresses sincere appreciation to the Management Study Program, Faculty of Business, Law, and Social Sciences, Universitas Muhammadiyah Sidoarjo, for the support and facilities provided. The author also conveys gratitude to all parties who offered assistance, prayers, encouragement, and various forms of contribution that enabled the successful completion of this final project.

REFERENCES

- Admin. (2024, December 16). *Ventela: Sepatu Lokal yang Makin Populer dengan Kolaborasi Ikonik*. <https://jurnalrepublik.id/>. <https://jurnalrepublik.id/ventela-sepatu-lokal-yang-makin-populer-dengan-kolaborasi-ikonik/>
- Aghitsni, W. I., & Busyra, N. (2022). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Kendaraan Bermotor Di Kota Bogor. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 6(3), 38–51. <https://doi.org/10.31955/mea.v6i3.2271>
- Aini, Y. N. (2022). Pengaruh Gaya Hidup, Kesadaran Merek, dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Merek Ventela (Studi Kasus Mahasiswa STIESIA). *Jurnal Ilmu Dan Riset Manajemen*, 9(1).
- Ardiansyah, M. F., Aquinia, A., Program, S., S1, M., Ekonomika Dan Bisnis, F., & Semarang, U. S. (2022). Pengaruh Celebrity Endorsement, Brand Image, dan Electronic Word of Mouth Terhadap Purchase Intention (Studi Pada Konsumen Marketplace Tokopedia). *SEIKO: Journal of Management & Business*, 5(1).
- Azahari, A. A., & Hakim, L. (2021). Pengaruh Citra Merek, Kualitas Produk, Dan Persepsi Harga Terhadap Keputusan Pembelian. *JURNAL MANAJEMEN, ORGANISASI DAN BISNIS (JMOB)*, 1(4), 553–564. <https://doi.org/10.33373/JMOB.V1I4.3779>
- Azizah, Y. J., & Fikriyah, K. (2023). Pengaruh Celebrity Endorsement Terhadap Keputusan Pembelian Konsumen Muslim pada Produk Scarlett Whitening di Surabaya. *Komitmen: Jurnal Ilmiah Manajemen*, 4(1). <https://doi.org/10.15575/jim.v4i1.23552>
- Cesariana, C., Juliansyah, F., & Fitriyani, R. (2022). Model Keputusan Pembelian Melalui Kepuasan Konsumen Pada Marketplace: Kualitas Produk dan Kualitas Pelayanan (Literature Review Manajemen Pemasaran). *JURNAL MANAJEMEN PENDIDIKAN DAN ILMU SOSIAL*, 3(1). <https://doi.org/10.38035/jmpis.v3i1.867>
- Chenglin, L., Luchuan, L., Kai, S., & Yilu, S. (2023). The influence of e-commerce anchor information source dynamism on consumers' purchase intention: An experimental study based on Hovland's persuasion theory. *Journal of Industrial Engineering and Engineering Management*, 37(2). <https://doi.org/10.13587/j.cnki.jjeem.2023.02.006>
- Dafanti, A. R., & Rulirianto. (2024). Pengaruh Citra Merek dan Harga Terhadap Keputusan Pembelian Konsumen Sepatu Ventela. *Jurnal Aplikasi Bisnis*, 10(1).
- Dewi, F. S., & Sari, T. N. (2023). Pengaruh Brand Image, Celebrity Endorsement, Dan Live Streaming Terhadap Keputusan Pembelian Konsumen Produk Kecantikan Wardah. *JURNAL WIDYA*, 4(2), 351–365. <https://doi.org/10.54593/AWL.V4I2.208>
- Ekasari, S., Diposumarto, N. S., Muharam, H., & Perception, P. (2024). *The Influence of Price Perception, Brand Image, and Celebrity Endorsement on Purchase Intention: The Mediating Role of Online Promotion and e-WOM*. 1(6).
- Gilal, N. G., Gilal, F. G., Zhang, J., Gilal, R. G., Gong, Z., & Gilal, W. G. (2020). The role of endorsers in bringing defunct brands back to life: theory and evidence. *Journal of Product and Brand Management*, 30(5), 671–690. <https://doi.org/10.1108/JPBm-03-2019-2315>
- Handika, R. S. T., Sudirman, R., & Purnomo. (2023). Strategi Digital Marketing, Kualitas Pelayanan dan Inovasi Terhadap Pengambilan Keputusan Pembelian:(Studi Kasus Erenka Cafe and Space Glenmore). *Social Sciences*, 1(3).
- Hovland, C. I., Janis, I. L., & Kelley, H. H. (1953). *Communication and Persuasion: Psychological Studies of Opinion Change* (first). Yale University Press.
- Kamalia. (2024). Pengaruh Brand Image, Fashion Lifestyle dan Persepsi Harga terhadap Keputusan Pembelian Pakaian Branded Preloved. *Alsukri Saipul*, 3(2).
- Kambey, J. F. R., Moniharapon, S., & Soegoto, A. S. (2022). Pengaruh Citra Merek, Kelompok Acuan, dan Persepsi Harga Terhadap Keputusan Pembelian Layanan Internet Indihome di Pt. Telkom Tomohon. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(1), 879–890. <https://doi.org/10.35794/EMBA.V10I1.38480>

- Kerin, S. M., & Musadad, A. (2022). Pengaruh Digital Marketing dan Celebrity Endorsement Terhadap Keputusan Pembelian Produk Erigo di Kota Cirebon. *Jurnal Ilmiah Wahana Pendidikan*, 8(September).
- Kesumahati, E., & Febrianti. (2022). The Influence of Advertising, Celebrity Endorsement, Brand Awareness, and Brand Image on Purchase Intention of Local Skincare Product. *The 2nd Conference on Management, Business, Innovation, Education, and Social Science (CoMBInES)*.
- Khaira, N., Farhan Saputra, & Faroman Syarief. (2022). Pengaruh Persepsi Harga Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Di Kafe Sudut Halaman. *Jurnal Akuntansi Dan Manajemen Bisnis*, 2(3). <https://doi.org/10.56127/jaman.v2i3.350>
- Kotler, P., & Armstrong, G. (2020). *Principles of Marketing* (18th ed.). Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2008). Marketing Management (13th Edition). *Ebook of Marketing Management 13th Edition*, 1, 662.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education Limited.
- Krisdamarjati, Y. A. (2020, February 29). *Ventela dan Tantangan Popularitas Sepatu Lokal di Indonesia*. Kompas.Id.
- Kumbara, V. B. (2021). Determinasi Nilai Pelanggan Dan Keputusan Pembelian: Analisis Kualitas Produk, Desain Produk Dan Endorse. *Jurnal Ilmu Manajemen Terapan*, 2(5). <https://doi.org/10.31933/jimt.v2i5.568>
- Marlius, D., & Jovanka, N. (2023). Pengaruh Harga Dan Promosi Terhadap Keputusan Pembelian Konsumen Y.O.U Pada Hasanah Mart Air Haji. *JURNAL ECONOMINA*, 2(2). <https://doi.org/10.55681/economina.v2i2.326>
- Murwaningtyas, F., Harisudin, M., & Irianto, H. (2020). Effect of Celebrity Endorser Through Social Media on Organic Cosmetic Purchasing Intention Mediated with Attitude. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v4i3.6393>
- Nanda, V. D., & Keni. (2022). Pengaruh Kualitas Produk, Persepsi Harga, dan Citra Merek terhadap Keputusan Pembelian pada Makanan Kecil di Jakarta. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 6(5). <https://doi.org/10.24912/jmbk.v6i5.20314>
- Nugraha, D. (2024). *Metodologi penelitian: pendekatan kuantitatif, kualitatif, dan campuran* (Number June).
- Nugroho, A., & Soliha, E. (2024). Keputusan Pembelian Konsumen Pada Produk Kecantikan: Peran Kualitas Produk, Citra Merek, Persepsi Harga dan Celebrity Endorsement. *Jesya*, 7(1). <https://doi.org/10.36778/jesya.v7i1.1348>
- Nugroho, M. I., Doni Damara, R., & Sanjaya, V. F. (2023). Pengaruh Harga dan Kualitas Produk terhadap Minat Beli Iphone: Studi Kasus Mahasiswa UIN Raden Intan Bandar Lampung. *Srikandi: Journal of Islamic Economics and Banking*, 2(1).
- Putra, G. N. D. D., Anggraini, N. P. N., & Jodi, I. W. G. A. S. (2023). Pengaruh Persepsi Harga, Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Sepeda Motor Honda Di Gianyar. *EMAS*, 4(9), 2172–2187.
- Putri, R. M., & Istiyanto, B. (2021). Pengaruh Harga, Kualitas Produk, Dan Celebrity Endorser Terhadap Minat Beli Produk Scarlett Whitening (Studi Kasus Pada Perempuan Di Surakarta). *Jurnal Ekobis Dewantara*, 4(2).
- Rahmadani, D., & Eka Febriansah, R. (2024). Pengaruh Content Marketing, Celebrity Endorsement, dan e-WOM Terhadap Keputusan Pembelian Produk di Shopee (Studi pada Mahasiswa Universitas Muhammadiyah Sidoarjo). *Jurnal Arsip UMSIDA*, 1–13.
- Rahmani, R. G., Bursan, R., MS, M., & Wiryawan, D. (2022). Pengaruh Celebrity Endorsement, Brand Image Dan Brand Trust Terhadap Keputusan Pembelian Produk (Studi pada Somethinc by Irene Ursula). *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 10(S1). <https://doi.org/10.37676/ekombis.v10is1.2006>
- Rivaldi Arissaputra. (2024). *Purchase Intention Produk Fesyen Lokal Berdasarkan Analisis Celebrity Endorsement dan Brand Image* (M. A. Wardana, Ed.).

- Rohmadhani, S. D., & Hariasih, M. (2024). Influence of Viral Marketing, Brand Image, and Lifestyle on Iphone Purchase Decisions in Umsida Students. *Research Gate*. <https://doi.org/10.21070/UPS.5503>
- Rozi, I. A., & Khuzaini. (2021). Pengaruh Harga Keragaman Produk, Kualitas Pelayanan dan Promosi terhadap Keputusan Pembelian Di Marketplace Shopee. *Jurnal Ilmu Dan Riset Manajemen*, 10.
- Rumengan, G. (2022). Pengaruh persepsi harga, promosi, dan kualitas produk terhadap keputusan pembelian konsumen pada produk smartphone oppo di manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(2), 40. <https://doi.org/10.35794/emba.v10i2.39386>
- Sandala, F. D., & Tumbel, A. L. (2021). Pengaruh kelompok referensi, persepsi harga dan store atmosphere terhadap minat beli konsumen pada umkm beenji café di sario kecamatan sario. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntans*.
- Sari, D. C. M., & Komalasari, D. (2025). *Pengaruh Word of Mouth, Kualitas Produk dan Harga Terhadap Keputusan Pembelian Mie Gacoan Sidoarjo*. 1–13.
- Selvia, M., Tumbel, A. L., & Djemly, W. (2022). Pengaruh Harga dan Kualitas Produk terhadap Keputusan Pembelian Produk Kosmetik Scarlett Whitening pada Mahasiswi Fakultas Ekonomi dan Bisnis. *Emba*, 10(4).
- Sihombing, P. R., & Arsani, A. M. (2022). *Aplikasi SmartPLS Untuk Statistisi Pemula* (1st ed.). PT Dewangga Energi Internasional.
- Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Ventela. (2024, December 12). *New Arrivals*. <https://Ventelashoes.Com/>. <https://ventelashoes.com/product-category/new-arrivals/>