

# Effect of Online Marketing on Purchasing Decisions on Converse Brand Shoes for High School Students, Yayasan Pendidikan Harapan 1 Medan

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## ABSTRACT

This study aims to determine effect of online marketing on purchasing decisions on converse brand shoes for High School Students, Yayasan Pendidikan Harapan 1 Medan. The population in this study were all high school students of Yayasan Pendidikan Harapan 1 Medan who bought converse brand shoes through an online shop totaling 62 people. Sampling using unidentified sampling. The analytical method used in this study is a descriptive methodology and the nature of this study uses the level of associative explanation and analysis used is the multiple linear analysis. The results showed all free variables, namely trust, convenience, quality of information, price simultaneously and partially have a positive effect on purchasing decisions in high school students, Yayasan Pendidikan Harapan 1 Medan.

**Keywords:** Trust, Convenience, Quality of Information, Price, Purchasing Decisions

## INTRODUCTION

Technological advances and innovations today are developing very rapidly, where technology greatly affects many sectors of people's life and make technology one of the most important needs for its users. The internet is one part of innovation that is very fast affecting current progress. This media is the mainstay of doing various things including marketing. Marketing, which was once synonymous with a market where sellers and buyers meet

in person at a place where transactions are carried out, has now innovated. The current innovation is that sellers and buyers do not have to meet each other but have gone through a wider and virtual media called online marketing.

Companies use the internet to build better relationships with customers and business partners, and to distribute and sell their products more effectively and efficiently. According to Chaffey (2010) the internet is a physical network that connects computers around the world. The Internet consists of a server network infrastructure and the connections between computers used to store and transfer information between client personal computers (PCs) and web servers.

Marketing through internet media enables a business to carry out self-service practices, which means that customer service must be supported by excellent human resources (HR) for its services. Tight competition in today's business world requires companies to be able to choose a marketing strategy that is reliable and able to attract consumers so that they can win the market. Moreover, with the rapid development of technology today, today's business is not just a war on brands but also a war on product quality.

Currently, online media is in great demand by all ages and has become a place where all information communication

activities, work, even to the conventional buying and selling process stages are converted through internet networks. This media provides speed, cost efficiency in the promotion and sales process and is a mainstay for novice entrepreneurs who are looking to start a business according to their skills.

Meanwhile, Kotler and Keller (2011) define marketing as an activity to identify and find human needs. So it can be concluded that marketing is a process of introducing company products to the public to expand sales and to know and understand consumer needs to satisfy individual and organizational needs.

Online can be defined as a situation where computers can exchange information because they are connected. This concept has been extended from the meaning of computation and telecommunication to the field of human interaction and conversation which is already connected to each other by electronic media Chaffey (2010).

Online media is very helpful and very promising. Helping in this case is that sellers can reduce costs for renting or building business locations and create advertising services that are very time-consuming and costly to attract consumers to make purchases, promising in this case this innovation will never die on the contrary it will continue to innovate as needed. So that currently all companies are competing to make marketing innovations through the internet or online media.

According to Kotler and Keller (2011:58), online marketing is efforts to market products and services and build customer relationships over the internet, which can be interpreted as efforts to market products and services and build relationships with customers through the Internet media. Internet is a vast public web of computer networks that connects users of all types around the world to each other and an amazingly large information repository, which means a broad public network consisting of computer networks that

connect users from all over worlds of each other and is a vast reservoir of information.

In general, we need to know an overview of the meaning of marketing and online. As expressed by experts, according to Griffin and Elbert (2010) marketing is an activity, a series of institutions and processes to create, connect, present and offer improvements that provide value to customers, clients, partners and the wider community.

One company that uses online media is a converse shoe product company. Converse is one of the shoe manufacturers that sells, promotes and advertises its products through online/internet media with different models and color variants which of course reach all segments. However, this product is still dominated by casual shoes and school shoes.

Converse shoes are a product made in America. Converse Rubber Company was opened in 1908 by Marquis M. Conversedi Massachusetts. Converse brand shoes are widely used by various groups due to many factors, one of which is comfort and distinctiveness.

According to data, Converse is still the Top Brand for sales of school shoe products in Indonesia in 2018 with a market segmentation share of 45.2%, far above its competitors, such as Nike 13%, Brick 5.1%, Tomkins 3.8%, League 3, 2% and a north star of 2.8%. This becomes a phenomenon in itself because if we relate it to the price attached to the lowest converse shoe product, which is set on a product that costs Rp600,000.00 for the type of school shoes and controls the market 35%.

With the method applied by consumers to consumer purchases, it is certainly different from consumers who make purchasing decisions via online, where this purchase decision is also influenced by several factors, such as according to Suhari (2010) the factors that influence online purchasing decisions are trust, easy of use, information quality, and price. That the online shop can affect the trust of its consumers by attaching a photo

of the product that will be bought and sold, consumers are also given the convenience of transacting online and consumers can also find quality information and affordable prices which make it easier for consumers to shop online.

Antarwiyati (2010:5) defines trust as the willingness to depend on trustworthy sellers. In online transactions, trust arises when those involved have received assurance from other parties, and are willing and able to provide their obligations. Sunyoto (2011) has analyzed the dimensions of trust used based on their literature study. They propose two specific dimensions that can be used to build one's trust. Based on this analysis, Sunyoto (2011) uses the following dimensions, namely trust believe and trust intention.

The next thing to consider for online buyers is the ease of use factor. According to Sunyoto (2011) ease is defined as the extent to which a person believes that using a technology will be free from effort. And later this convenience factor will have an impact on behavior, namely the higher a person's perception of the ease of using the system, the higher the level of utilization of information technology.

According to Mukhtar in Suhari (2010), the information presented in an online shop should include information related to products and services available in online shopping. This information should be useful and relevant in predicting the quality and usefulness of the product or service. To satisfy the information needs of online consumers/buyers, product and service information must be up-to-date, assist online shoppers in making decisions, be consistent, and easy to understand.

Price is a monetary unit or other measure (including other goods and services) that are exchanged in order to obtain ownership rights or use of goods and services. Price is one of the most important elements in determining the market share and profit of a company. Price is the only element of the marketing mix that provides income or income for the company, while

the other three elements (product, distribution, and promotion) cause costs (expenses). Price is also an element of the marketing mix that is flexible, meaning that it can be changed quickly. Unlike the case with product characteristics or commitment to distribution channels. The last two things cannot be changed/adjusted easily and quickly, because they usually involve long-term decisions (Kartajaya and Darwin, 2010).

Purchasing decisions are individual activities that are directly involved in making decisions to purchase products offered by the seller. The definition of purchasing decisions, according to Kotler and Armstrong (2010) is a stage in the buyer's decision-making process where consumers actually buy. Decision making is an individual activity that is carried out directly and is involved in obtaining and using the goods offered so that the individual makes a decision on an item, namely a purchase decision. Purchasing decisions that have been taken by consumers that make consumers feel satisfied with their decisions. With the level of consumer satisfaction that continues to increase, the consumer will shift his status as a customer of the product which will continue to have implications for purchasing decisions for the product.

The repurchase decision factors encourage the company to be able to provide the best possible service to customers, namely in a program to create customer satisfaction through online marketing strategies which are the key for the company, from a pre-survey conducted on 40 students there were 25 students who use Converse products and buy online.

This study aims to determine effect of online marketing on purchasing decisions on converse brand shoes for High School Students, Yayasan Pendidikan Harapan 1 Medan

## **RESEARCH METHODS**

In this study, the type of research used is associative research which aims to

determine the relationship between two or more variables. The approach used is a quantitative approach which consists of processes, hypotheses, data analysis, and data conclusions to use aspects of measurement and numerical data certainty (Arikunto, 2012).

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics that are determined by the researcher to study and then draw conclusions, while the sample is part of the number and characteristics of the population (Sugiyono, 2012:115). The population in this study were all high school students of Yayasan Pendidikan Harapan 1 Medan who bought converse brand shoes through an online shop totaling 62 people. Sampling using unidentified sampling. Sample is a subset of population units. According to Ghozali (2011) alternative formulas are used to determine samples in unidentified populations.

The analytical method used in this study is a descriptive methodology and the nature of this study uses the level of associative explanation and analysis used is the multiple linear analysis.

## **RESULT**

### **Company History**

Converse shoes are shoes made from canvas that are very popular today and have always been a trend among young people, Converse shoes were first made by Marquis Miils Converse in February 1908, who was the manager of a rubber shoe company named after his last name, namely Converse Inc. headquartered in North Andover, Massachussetts, United States.

Initially the company only made rubber shoes and rubber shoes that were associated with other jobs on a seasonal basis. But in the end the company took the decision to make athletic shoes, seeing the popularity of basketball, the Converse company began to develop basketball shoes and conduct research so that they could make shoes that can be used when playing basketball. After much research and

development, the first version of the All Star basketball shoe was produced in 1917. The All Star shoe produced for the needs of basketball players is natural brown with black trim. In 1920, Converse All Stars was made in canvas or black leather.

The All Star is the first mass produced basketball shoe in North America. It consists of a very thick rubber sole, with canvas covering the upper ankle (or sometimes leather). At first slow sales. They would quickly improve a few years later, thanks to Charles 'Chuck' H. Taylor. Taylor is a basketball player for Akron Firestones. He loved what he saw in the All Star shoe and saw its potential for basketball. Then in 1921 he joined the Converse company as a salesman and later became a player or coach for the Converse All-Stars, the company's industrial league basketball team.

Throughout his career with Converse, Taylor traveled throughout the United States hosting basketball clinics and promoting All Star shoes. His personal selling skills plus astute marketing tools like the Converse Basketball Yearbook place his mark on the sport at all team levels. But Converse Corporation has also given itself something different. Because he was so successful in promoting the Converse All Stars, as well as making important changes in the design of the All Star shoe, in 1932, his name "Chuck Taylor" was added to the ankle patch. "ChuckTaylor" All Star basketball shoe was born.

In the 1930s Chuck Taylor designed a white high-top model for the 1936 Olympics, and a shoe with a patriotic red and blue stripe that became very popular along with the all-black canvas and leather model of the All Star. During World War II in 1941, Converse switched to producing footwear, outerwear and protective clothing for the military which eventually made them very popular in the era of the 1950s and 1960s. Unfortunately, Marquis Mills Converse finally passed away in 1931 at a time when his shoe company was increasing.

After World War II Taylor introduced the introduction of the classic black and white Converse All Star in 1949, which was much more eye-catching than previous shoe models. At that time basketball was a major sport, with the merger of the national basketball league and the American basketball association which became the National Basket Association (NBA).

The Chuck Taylor All Star is used by professional basketball players, college, high school, and all serious players, and this distinctive black or white high crest is part of the look of any team. In 1957 Taylor introduced the low-end Converse All Star shoe and became popular as a more casual alternative. At this time Taylor already owns 80% of the shares of the entire sneaker industry, but Taylor is not tired of promoting 4 Converse products in sports and becoming an ambassador to basketball. And in 1968 Charles H. Taylor was appointed a basketball hall of fame. But unfortunately Taylor died the following year. With Chuck Taylor's departure, within a few years Converse dominance began to falter with new rivals such as the Nike Coporation.

The dominance of the Converse market also decreased because Nike issued a brand of shoes with colored models and all-leather uppers and high-tech innovations such as pumps and air chambers, so that many people wore shoes with other brands. With the decline of the Converse company, in 2001 the Converse company filed for bankruptcy, but in 2003 the Nike Corporation acquired the Converse company for \$305 million and in 2008 Converse celebrated 100 years of its founding. Converse is known as an original American shoe brand and is a brand that

represents the personality and image of the American population. Today Converse shoes are an icon of the American fashion and culture industry.

The Converse brand has changed from a brand that focuses on product functionality to a symbolic brand. Converse built an image as America's Original Sports Company. Converse shoes are closely related to American teenagers and are the talk of people who express themselves in their shoes, for example the American Punk Rock band The Ramones, and rapper Wiz Khalifa is famous for wearing Converse shoes throughout his public appearances, this has helped Converse to gives Worldwide Counterculture status especially in the United States where the bands The Ramones and Wiz Khalifa are associated with youth culture.

Converse has gone through many changes in the span of its journey, making Converse experience a long trial period both from product design and financial to make it a brand that has the original value of a shoe. Currently Converse shoes consist of various designs such as Jack Purcell, Chucks, All Stars, Converse, 5 Chuckies, and Chuckie's, Converse.

### Partial Significance Test (t Test)

The t test is used to determine the effect of the independent variables consisting of trust, convenience, quality of information, and price on the dependent variable, namely the purchasing decisions. The t test has a significance level of 0.05, if the t significance is below 0.05, the independent variable individually has a significant effect on the dependent variable. If t count shows a value greater than t table, then the independent variable regression coefficient is significant.

Table 1. Partial Significance Test (t Test)

Model	Unstandardized Coefficients			Standardized Coefficients	T	Sig.
	B		Std. Error	Beta		
1	(Constant)	7.143	1.085		2.519	.015
	Trust	.116	.192	.079	1.677	.054
	Convenience	.170	.145	.149	2.173	.002
	Quality of Information	.277	.182	.201	2.519	.001
	Price	.123	.152	.105	2.809	.004

Source: Research Results (2020)

From the results of the t test in Table 1 shows that:

### 1. Trust

Trust has a positive and insignificant effect on purchasing decisions, this can be seen from the tcount (1.677)>ttable (1.67) and the significance value (0.054)>0.05, meaning that if the trust variable is increased by one unit then the purchasing decisions variable for converse brand shoes at the online store will not increase by 0.116 units.

### 2. Convenience

Convenience has a positive and significant effect on purchasing decisions, this can be seen from the tcount (2.173)>ttable (1.67) and the significance value (0.002)<0.05 means that if the convenience variable is increased by one unit, then the converse brand shoes for purchasing decisions at the online store will increase by 0.170 units.

### 3. Quality of Information

Quality of information has a positive and significant effect on purchasing decisions, this can be seen from the tcount (2.519)>ttable (1.67) and the significance value (0.001)<0.05 means that if the quality of information variable is increased by one unit, then the variable purchasing decisions for converse brand shoes at the online store will increase by 0.277 units.

### 4. Price

Price has a positive and significant effect on purchasing decisions, this can be seen from the tcount (2.809)>ttable (1.67) and the significance value (0.004)<0.05, it means that if the price variable is increased by one unit then the variable purchasing decisions for converse brand shoes in online stores will increase by 0.123 units.

### Simultaneous Significance Test (F Test)

The F test aims to test the effect of the independent variables together or simultaneously on the dependent variable.

Table 2. Simultaneous Significance Test (F Test)

ANOVA <sup>b</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	32.951	4	8.238	1.560	.000 <sup>a</sup>
	Residual	301.049	57	5.282		
	Total	334.000	61			
Dependent Variable: Purchasing Decisions						
Predictors: (constant), Price, Convenience, Trust, Quality of Information						

Source: Research Results (2020)

Based on Table 1, it is known that the F count is 1.560 and the sig. is 0.000. The value of F table with df1=4, df2=57 and a significance level of 5% or 0.05 is 2.53. It is known that the value of F count is 1.560>Ftable 2.53 and the value of Sig is 0.000<0.05, so trust, convenience, quality of information, price together or simultaneously have a significant effect on purchasing decisions.

## CONCLUSION AND SUGGESTION

### Conclusion

The results showed all free variables, namely trust, convenience, quality of

information, price simultaneously and partially have a positive effect on purchasing decisions in high school students, Yayasan Pendidikan Harapan 1 Medan.

### Suggestion

The suggestions from the research are:

1. Trust has an influence on purchasing decisions but not significantly. In this case, researchers see the insignificance of trust in purchasing decisions because consumers do not always have confidence in online purchases with

online stores that do not have many testimonials from their customers that will strengthen in convincing consumers to believe in purchasing decisions at online stores. In this case, researchers suggest that online shops should provide concrete evidence or testimonials from previous customers so that other consumers can trust their decisions in the right online purchase and at the right online store too. Then the online store must form a good store image for consumers so that consumers have more confidence in online stores.

2. Convenience of variables, quality of information and price has a fairly dominant influence on purchasing decisions. The three variables in this study can influence consumers in making online purchases at online stores, and consumers also find it very easy to make transactions because only by "clicking" consumers can buy the goods they want without any problems in making a purchase and with the quality of information they want. True, relevant to given to consumers where consumers will see the price offered will be in accordance with the quality announced by the online shop. In this case, the researcher gives suggestions to online stores to further improve the conveniences intended for consumers, of course, with transaction security so that consumers can comfortably shop at online stores, especially in purchasing Converse brand shoes products.
3. For further researchers, it is hoped that they will be able to continue and develop this research in the future through more in-depth research by adding other variables to get maximum results regarding the effect of trust, convenience, quality of information and price on purchasing decisions. In this

study, the value of determination for the effect of trust, convenience, quality of information and price on purchasing decisions is 79.9%, and 21.1% can be examined by other variables such as brand image and promotion as variables that influence purchasing decisions.

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