

**PENGARUH KUALITAS PRODUK, CITRA MEREK DAN HARGA
TERHADAP KEPUTUSAN PEMBELIAN SEPATU LARI 910 (STUDI
PADA PLAYON JOGJA)**

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INTISARI

Latar Belakang: Meningkatnya minat masyarakat terhadap olahraga lari turut mendorong popularitas sepatu merek lokal seperti 910 di tengah dominasi merek global.

Tujuan Penelitian: Penelitian ini bertujuan untuk menganalisis pengaruh kualitas produk, citra merek, dan harga terhadap keputusan pembelian sepatu lari 910 pada komunitas Playon Jogja.

Metode Penelitian: Metode yang digunakan adalah kuantitatif dengan pendekatan eksplanatori, melibatkan 130 responden yang pernah membeli sepatu 910. Pengumpulan data dilakukan melalui kuesioner dan dianalisis menggunakan SEM berbasis *Smart-PLS 4*

Hasil: Hasil penelitian menunjukkan bahwa ketiga variabel independen berpengaruh positif dan signifikan terhadap keputusan pembelian.

Kesimpulan: kualitas, persepsi merek, dan harga merupakan determinan penting dalam keputusan konsumen untuk membeli produk lokal. Penelitian ini mendukung Theory of Planned Behavior dan memberi masukan praktis bagi strategi pemasaran merek lokal.

Kata Kunci: Kualitas Produk, Citra Merek, Harga, Keputusan Pembelian, Sepatu 910, Playon Jogja.

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**THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE, AND PRICE
ON PURCHASE DECISIONS OF 910 RUNNING SHOES (A STUDY ON
THE PLAYON JOGJA COMMUNITY)**

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ABSTRACT

Background: *The growing public interest in running has contributed to the rising popularity of local shoe brands such as 910, despite the dominance of global brands.*

Research Objective: *This study aims to analyze the influence of product quality, brand image, and price on the purchase decision of 910 running shoes among the Playon Jogja community.*

Research Method: *A quantitative method with an explanatory approach was used, involving 130 respondents who had purchased 910 shoes. Data were collected through questionnaires and analyzed using SEM with SmartPLS 4.*

Results: *The results show that all three independent variables have a positive and significant effect on purchase decisions.*

Conclusion: *Product quality, brand perception, and price are key determinants in consumer decisions to buy local products. This study supports the Theory of Planned Behavior and offers practical insights for local brand marketing strategies.*

Keywords: *Product Quality, Brand Image, Price, Purchase Decision, 910 Running Shoes, Playon Jogja.*

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