

## Behind The Choice: Consumer Preferences for Local Futsal Shoes

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### **ABSTRACT**

This study explores the factors that influence consumers in purchasing Ortuseight futsal shoes in Kebumen, Indonesia. Using a quantitative approach, data were collected through questionnaires distributed to 100 respondents who have experience with the product. The analysis employed multiple linear regression using SPSS 25. The results show that product quality and price perception have a significant and positive impact on purchase decisions, while product innovation does not appear to influence the decision-making process significantly. These findings suggest that consumers tend to prioritize perceived value and quality over novelty when choosing futsal shoes. The model accounts for 38.9% of the variation in purchase decisions, indicating that other variables beyond the scope of this study may also play a role. This research provides insight for local footwear brands seeking to strengthen market presence by focusing on core consumer expectations.

**Keywords:** price perception; product innovation; product quality; purchase decision; Ortuseight

### **INTRODUCTION**

In recent years, futsal has grown from a niche hobby to a prominent lifestyle and sporting activity among Indonesian youth. Characterized by its fast pace, indoor setting, and social appeal, futsal offers an accessible and engaging alternative to traditional football. In districts like Kebumen, Central Java, the sport's popularity has led to the proliferation of amateur teams, youth academies, and local leagues. As participation grows, so does the demand for specialized futsal gear—particularly footwear. For many young players, futsal shoes are not merely functional equipment but also symbols of style, identity, and personal expression.

This surge in consumer interest presents both opportunities and challenges for local footwear brands. One such brand is Ortuseight, founded in 2018 under PT. Vita Nova

Atletik. Despite being relatively young, Ortuseight has managed to compete with established international brands by offering affordable yet performance-oriented futsal shoes tailored to Indonesian preferences. According to Kamajaya and Wiyadi (2024), the brand's rise has been supported by product positioning that emphasizes local relevance, affordability, and stylistic appeal.

However, while the brand is gaining popularity in regions like Kebumen, little is known about what truly influences consumer decisions to choose Ortuseight over other brands. This raises a key research question: what factors drive purchase decisions for local futsal footwear in emerging markets?

From a theoretical standpoint, this study is grounded in the Stimulus-Organism-Response (S-O-R) framework, originally introduced by Hovland et al. (1953) and later adapted in marketing studies. The model posits that consumer behavior is a response (R) to external stimuli (S) processed through internal states (O). In this context, product quality, price perception, and product innovation function as stimuli, while the consumer's evaluation and decision-making represent the organism's internal processing, ultimately leading to a purchase decision as the response.

The selection of these three independent variables is based on both theoretical and empirical grounds. Product quality, defined as a product's ability to fulfill its intended function (Kotler & Armstrong, 2012), has been consistently linked to consumer satisfaction and brand loyalty. Prior studies such as Suari et al. (2019) and Setyani & Prabowo (2020) found that product quality significantly influences purchasing behavior in both fashion and sportswear sectors.

Price perception refers to the consumer's subjective evaluation of whether a product's price is fair and justifiable relative to its value (Peter & Olson, 2010). Robi'ah and Nopiana (2022) demonstrated that price perception can significantly shape purchase decisions, particularly when consumers compare local and global brands. However, some research such as Mendor et al. (2021) suggests that the effect of price perception may vary depending on product category and consumer profile.

Product innovation, encompassing new models, designs, or features, is considered essential in maintaining competitiveness (Tjiptono, 2015). Nonetheless, its actual impact on purchase decisions is mixed. While studies like Dachi (2020) highlight a positive relationship, others

such as Ernawati (2019) and Widjaja & Wildan (2023) report no significant influence, especially in functional product categories like footwear.

This study seeks to address an empirical gap: most previous research has either focused on global brands or broader product categories such as skincare, electronics, or casual fashion. There is limited evidence on how these variables operate in the context of local, performance-focused footwear brands like Ortuseight—particularly in semi-urban or rural markets like Kebumen. By narrowing the focus to Ortuseight futsal shoes and surveying actual users in Kebumen, this study contributes new insights to the literature on localized consumer behavior in Indonesia's growing sportswear market.

Therefore, the objective of this research is to examine the influence of product quality, price perception, and product innovation on the purchase decision of Ortuseight futsal shoes. The findings are expected to inform local producers, marketers, and policymakers on how to align product strategies with consumer expectations in an increasingly competitive landscape.

## LITERATURE REVIEW

### **Stimulus–Organism–Response (S-O-R)**

This study adopts the Stimulus–Organism–Response (S-O-R) framework as its theoretical lens, which explains how external stimuli influence internal evaluation processes and result in behavioral responses (Hovland et al., 1953). In the consumer context, product-related attributes act as stimuli, individual perceptions represent the organism, and purchasing behavior becomes the response. Applying this model allows the examination of how product quality, price perception, and product innovation influence the purchase decisions of Ortuseight futsal shoe consumers.

### **Product Quality and Purchase Decision**

The relationship between product quality and purchase decision is well documented in the marketing literature. Quality influences the consumer's trust and satisfaction through attributes such as durability, performance, and perceived value (Kotler & Armstrong, 2012). Several studies confirm that consumers are more likely to purchase when they perceive high quality. For instance, Setyani and Prabowo (2020) found that product quality significantly

influenced decisions to purchase Adidas footwear. Similarly, Montolalu et al. (2021) demonstrated the impact of perceived quality in the skincare sector, where customer loyalty is closely tied to consistent product performance.

For local brands like Ortuseight, product quality becomes even more crucial, especially when competing against global players. In such contexts, consumers tend to use quality as a benchmark for trust and as a justification for switching from more established brands (Erlangga et al., 2021). This is particularly relevant for sports shoes, where performance expectations are high. Consumers in Kebumen, who are active in futsal leagues or amateur teams, may prioritize shoes that provide comfort, grip, and endurance—qualities that reflect perceived product excellence. Therefore, the following hypothesis is proposed:

**H<sub>1</sub>:** Product quality positively influences purchase decisions for Ortuseight futsal shoes

### **Price Perception and Purchase Decision**

Price perception is another critical factor in shaping purchase behavior, particularly in markets where consumers are price-sensitive yet value-conscious. According to Peter and Olson (2010), consumers form price perceptions by comparing a product's cost with their expectations and the perceived utility they receive. When the price is seen as fair or reasonable, it enhances the likelihood of purchase. Rizkiani and Setiawan (2023), in their study on Eiger outdoor products, showed that a favorable price perception led to stronger purchase intent. Arianto (2020) also found that pricing alignment with perceived quality influenced positive decision-making across various product categories.

However, the role of price perception is not universally consistent. Robi'ah and Nopiana (2022), for instance, found an insignificant relationship in their study of skincare brands, suggesting that in some categories, emotional or brand-driven factors may outweigh economic considerations. In the case of Ortuseight, which targets middle-income consumers, competitive pricing may be a decisive factor. When consumers perceive that the price reflects fair value relative to quality, they are more likely to favor local alternatives over imported brands. Hence, the second hypothesis is formulated:

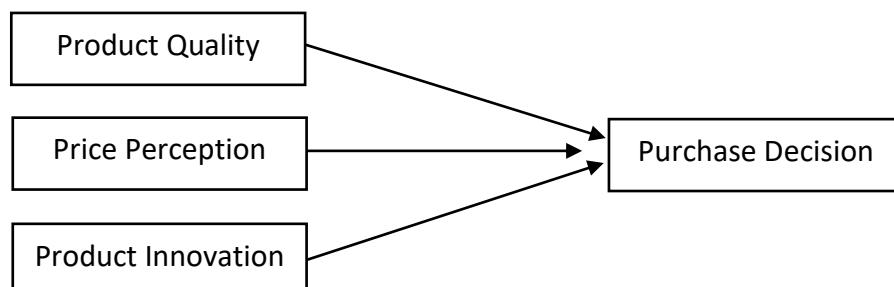
**H<sub>2</sub>:** Price perception positively influences purchase decisions for Ortuseight futsal shoes

### **Product Innovation and Purchase Decision**

Product innovation plays a nuanced role in influencing consumer decisions. On one hand, innovation can serve as a differentiator in competitive markets by introducing novelty and enhanced features (Tjiptono, 2015). Dachi (2020) found that innovation had a significant impact on consumer behavior in the automotive sector, where new features are highly valued. In footwear, innovation may take the form of new sole designs, lightweight materials, or updated aesthetics—elements that may attract trend-conscious buyers.

Yet, several studies caution against overstating the role of innovation. Widjaja and Wildan (2023), for example, found no significant effect of innovation on purchase decisions for motorcycle products, noting that consumers often favor proven quality over newness in functional product categories. In the context of Ortuseight, consumers may prioritize consistent performance and affordability over experimental designs. Still, innovation could be a relevant secondary factor for certain market segments, such as youth or early adopters. Thus, the following hypothesis is proposed:

**H<sub>3</sub>:** Product innovation positively influences purchase decisions for Ortuseight futsal shoes.



**Figure 1.** Research Model

## METHOD

This study employs a quantitative approach using a descriptive-causal research design to investigate the influence of product quality, price perception, and product innovation on the purchase decision of Ortuseight futsal shoes. The design was selected to allow hypothesis testing and to explain the relationships among variables in a measurable and generalizable way.

Data were collected through a structured questionnaire, developed based on validated measurement items from prior literature and adapted to the context of futsal footwear. All items used a 4-point Likert scale, ranging from "Strongly Disagree" (1) to "Strongly Agree"

(4), omitting the neutral option to encourage decisive responses. The instrument measured four constructs: product quality (5 items), price perception (4 items), product innovation (3 items), and purchase decision (5 items). Validity and reliability tests were conducted prior to analysis, with all items meeting minimum thresholds ( $r > 0.1966$ , Cronbach's Alpha  $> 0.6$ ).

The target population consisted of individuals in Kebumen, Central Java, who had purchased or used Ortuseight futsal shoes. A non-probability convenience sampling method was used due to the exploratory nature of the study and the absence of a known population frame. A total of 100 respondents were obtained, exceeding the calculated minimum sample size for a 10% margin of error at 95% confidence level. The demographic profile was dominated by male respondents aged 17–25, most of whom were students.

Data analysis was performed using SPSS version 25. The statistical techniques included descriptive statistics, validity and reliability testing, classical assumption tests (normality, multicollinearity, and heteroscedasticity), and multiple linear regression to test the hypotheses. The regression model was evaluated using t-tests for individual significance, F-tests for joint significance, and adjusted  $R^2$  to assess the explanatory power of the model.

## RESULT AND DISCUSSION

### Instrument Validity and Reliability

Table 1 summarizes the validity and reliability test results for all research constructs.

**Table 1.** Validity and Reliability Summary

| Variable           | No. of Items | r-value range | Cronbach's Alpha |
|--------------------|--------------|---------------|------------------|
| Product Quality    | 5            | 0.630-0.741   | 0.701            |
| Price Perception   | 4            | 0.700-0.782   | 0.743            |
| Product Innovation | 3            | 0.731-0.779   | 0.618            |
| Purchase Decision  | 5            | 0.604-0.711   | 0.681            |

Source: Primary data processed (2024)

All item correlations exceeded the minimum threshold ( $r > 0.1966$ ), indicating strong item validity. Cronbach's Alpha values for each construct also met acceptable standards ( $>0.60$ ), confirming the internal consistency of the measurement tools. The results suggest that the questionnaire was appropriately designed and capable of capturing the intended constructs.

## Assumption Test

The results of classical assumption tests are presented in Table 2.

**Table 2.** Classical Assumption

| Test               | Indicator               | Result           |
|--------------------|-------------------------|------------------|
| Normality          | Kolmogorov-Smirnov Sig. | 0.158 (>0.05)    |
| Multicollinearity  | VIF range               | 1.153-1.576      |
| Heteroscedasticity | Scatterplot pattern     | No clear pattern |

Source: Primary data processed (2024)

The data fulfilled all classical assumption criteria for multiple regression. The distribution of residuals was normal, no multicollinearity was detected ( $VIF < 10$ ), and heteroscedasticity was not evident in the residuals. This supports the suitability of the dataset for linear modelling.

## Hypothesis Testing

**Table 3.** Coefficients of Regression Model

| Predictor          | B     | Std. Error | t     | Sig.  |
|--------------------|-------|------------|-------|-------|
| (Constant)         | 3.421 | 1.708      | 2.002 | 0.048 |
| Product Quality    | 0.378 | 0.106      | 3.566 | 0.001 |
| Price Perception   | 0.374 | 0.115      | 3.246 | 0.002 |
| Product Innovation | 0.178 | 0.141      | 1.265 | 0.209 |

Source: Primary data processed (2024)

The results of the partial (t) test reveal that two of the three independent variables—product quality and price perception—exert a significant positive influence on consumers' purchase decisions for Ortuseight futsal shoes. Specifically, both variables yield p-values below 0.05, indicating that improvements in perceived quality and fair pricing are likely to enhance buying interest. In contrast, product innovation, although positively signed, does not reach statistical significance. This suggests that for consumers in this market, consistent quality and value-for-money considerations matter more than novelty or new design features. These findings reflect a purchasing behavior grounded in functional utility and price consciousness rather than trend-driven motivations.

## Simultaneous Test (H<sub>4</sub>)

**Table 4.** Model Summary and F-Test

| Model | R | R <sup>2</sup> | Adjusted R <sup>2</sup> | F | Sig. |
|-------|---|----------------|-------------------------|---|------|
|-------|---|----------------|-------------------------|---|------|

|   |       |       |       |        |       |
|---|-------|-------|-------|--------|-------|
| 1 | 0.639 | 0.408 | 0.389 | 22.040 | 0.000 |
|---|-------|-------|-------|--------|-------|

Source: Primary data processed (2024)

The results of the F-test demonstrate that the regression model is statistically significant, with an F-value of 22.040 and a significance level of 0.000. This indicates that the three independent variables—product quality, price perception, and product innovation—when tested simultaneously, have a joint influence on purchase decision. Furthermore, the adjusted R<sup>2</sup> value of 0.389 shows that approximately 38.9% of the variation in consumers' decisions to purchase Ortuseight futsal shoes can be explained by the model. While this leaves room for other contributing factors outside the scope of the study, it confirms that the selected predictors provide meaningful explanatory power in the context of consumer behavior toward local sports footwear.

## Discussion

The findings of this study reveal that product quality has a significant positive effect on consumers' purchase decisions of Ortuseight futsal shoes. This aligns with the theoretical view that quality serves as a key cue in evaluating product value, particularly in categories where performance is central to consumer satisfaction (Kotler & Armstrong, 2012). The result reinforces the conclusions of Setyani and Prabowo (2020), who found that perceived quality influenced footwear purchases, and Erlangga et al. (2021), who observed similar effects in the motorcycle sector. In the context of Ortuseight, this suggests that consumers are highly responsive to how well the product performs in real use—factors like comfort, grip, durability, and material strength likely shape their buying choices more than branding or trend. This underscores the importance for local brands to maintain product consistency and performance credibility.

Price perception also demonstrated a statistically significant influence on purchase decisions. This supports the argument that perceived fairness and value-for-money are central to consumer behavior in price-sensitive markets. Peter and Olson (2010) note that consumers do not evaluate price in isolation, but in relation to the benefits they expect. This finding resonates with Rizkiani and Setiawan (2023), who found that favorable price perceptions boosted purchase intentions for Eiger products. For Ortuseight, which positions itself in an affordable pricing segment, this outcome validates the strategy of delivering quality at

competitive prices. It also suggests that consumers weigh utility and budget alignment when evaluating sportswear options—especially in semi-urban markets like Kebumen.

In contrast, product innovation did not show a significant effect on purchase decision. Although the regression coefficient was positive, it failed to reach statistical significance, indicating that new product features or design updates are not primary drivers of consumer choice in this context. This echoes the findings of Widjaja and Wildan (2023), who noted that in categories with functional emphasis, such as motorcycles, innovation may not outweigh perceived value and reliability. In the case of Ortuseight, the brand's relatively young age and evolving product lines may mean that innovation has yet to become a prominent differentiator. Alternatively, consumers may associate innovation with risk or unfamiliarity, preferring established performance attributes instead. While innovation remains important for long-term competitiveness, it appears that consistency currently holds more sway among Ortuseight's target buyers.

Lastly, the model's joint significance (F-test) and adjusted  $R^2$  value of 38.9% indicate that the three predictors, when combined, contribute meaningfully to explaining purchase behavior. While over 60% of the variance remains unexplained—possibly due to other factors such as brand image, peer influence, or marketing exposure—the results confirm that product quality and price perception are essential pillars in influencing consumer decisions. For practitioners, this reinforces the value of refining core offerings rather than relying solely on visual rebranding or product refreshes.

## CONCLUSION

This study set out to examine the influence of product quality, price perception, and product innovation on consumer purchase decisions for Ortuseight futsal shoes in Kebumen. The findings confirm that both product quality and price perception have significant and positive effects on purchasing decisions, whereas product innovation, though positively associated, does not significantly influence consumer choice in this context. These results suggest that consumers in this market prioritize reliability and value-for-money over novelty or design updates.

From a practical perspective, these insights offer clear guidance for local footwear producers, particularly emerging brands like Ortuseight. Emphasizing consistent product quality—such as durability, comfort, and performance—will be crucial in maintaining customer trust and loyalty. Likewise, maintaining affordable pricing that aligns with consumer expectations is likely to strengthen brand preference and competitiveness, especially in non-metropolitan markets. Although innovation did not emerge as a key determinant in this study, it should not be disregarded entirely. Instead, product development efforts should be strategically aligned with improvements in function and performance, rather than cosmetic changes alone.

For future research, several directions may be considered. First, exploring additional variables such as brand image, social influence, marketing communication, or online reviews could provide a more comprehensive view of purchase behavior. Second, expanding the study to include respondents from different regions or demographic groups would help assess whether these findings are consistent across broader populations. Finally, a qualitative approach could offer richer insights into the motivations behind consumer preferences, particularly regarding how product innovation is interpreted and valued in the local context.

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