

The Influence of Brand Image, Brand Trust, and Product Quality on the Purchase Decision of Ventela Shoes in Batam City

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The competition in Indonesia's footwear industry has intensified alongside the growing fashion trends and increasing public awareness of local products. Ventela, as one of the well-known local shoe brands, continues to face consumer complaints regarding product quality, which may influence purchasing decisions. This study aims to analyze the effects of brand image, brand trust, and product quality on the purchasing decisions of Ventela shoes in Batam City, both partially and simultaneously. This research employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to 100 respondents selected using purposive sampling. The collected data were analyzed using multiple linear regression with the assistance of SPSS version 29. The results indicate that brand image, brand trust, and product quality have positive and significant effects on purchasing decisions. Simultaneously, these three independent variables significantly influence purchasing decisions, as indicated by an F-value of 36.978 and a significance level of less than 0.001. Among the independent variables, product quality was found to have the strongest influence on purchasing decisions. These findings suggest that improving product quality, strengthening brand image, and enhancing consumer trust are effective strategies for increasing consumers' purchasing decisions toward Ventela shoes in Batam City.

Keywords: Brand Image, Brand Trust, Product Quality, Purchasing Decision.

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1. Introduction

The development of the fashion industry in Indonesia has experienced quite rapid growth in recent years. One of the sectors that has also developed is the footwear industry, which is characterized by an increase in the number of manufacturers and high public interest in the use of local products. Currently, shoes not only function as foot protection, but also become part of consumers' lifestyles and self-identity. This condition encourages manufacturers to continue to innovate in creating products that have good quality, attractive designs, and are able to meet consumer needs and preferences.

Ventela is one of the local shoe brands that has managed to attract the attention of the Indonesian people, especially teenagers and young adults. Ventela's popularity is supported by designs that follow trends, relatively affordable prices, and the image as a local product that is able to compete with international brands. However, there are still various consumer complaints related to product quality, such as the durability of the shoes, the quality of the seams, the strength of the glue on the sole, and the consistency of the materials used. These various complaints have the potential to affect consumer perception of the brand and ultimately affect purchasing decisions.

Purchasing decisions are a process that is influenced by various factors, both from within the consumer and from the characteristics of the product offered. In the context of marketing, brand image, brand trust, and product quality are factors that are often the main considerations of consumers before deciding to buy a

product. A positive brand image can increase the perception of the value of a product, while brand trust is able to build consumer confidence in the brand's ability to meet their expectations. In addition, product quality is an important factor because it is directly related to consumer satisfaction after using the purchased product.

Various previous studies have shown that brand image, brand trust, and product quality have a significant influence on purchase decisions. However, research that specifically examines these three variables on Ventela shoe products in Batam City is still relatively limited. Therefore, this study was conducted to analyze the influence of brand image, brand trust, and product quality on the purchase decision of Ventela shoes in Batam City, both partially and simultaneously. The results of this study are expected to contribute to companies in formulating more effective marketing strategies and become a reference for future research on consumer behavior in the footwear industry.

2. Literature Review and Problem Statement

Purchase decision is a decision-making process undertaken by consumers through several stages, including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. This decision is formed through an evaluation process of various available product or brand alternatives and is influenced by marketing activities that can shape consumer preferences toward a particular brand (Pratiwi & Silitonga, 2024). The indicators of purchase decision include brand decision, information decision, appearance decision, size decision, usage decision, and service convenience (Yoel David Sampe & Marie Tahalele, 2023).

One of the factors influencing purchase decisions is brand image. Brand image refers to a set of perceptions, beliefs, and associations formed in consumers' minds based on their experiences, marketing communications, and information received from the surrounding environment. A positive brand image can increase consumer appeal, strengthen perceptions of product value, and encourage consumers to choose a particular brand over its competitors (Meti Lestari & Yohan Wismantoro, 2024). The study by Sri Sulaeni Arif Putri et al. (2026) also demonstrates that brand image has a positive and significant effect on purchase decisions because it can create product differentiation amid market competition.

In addition to brand image, brand trust is an important factor in shaping purchase decisions. Brand trust reflects consumers' confidence that a brand is capable of fulfilling its promises, providing consistent quality, and reducing perceived risks during the purchasing process. The higher the level of consumer trust in a brand, the greater the likelihood that consumers will make a purchase. This is supported by Matthew and Budiono (2024) and Nurul Imani et al. (2023), who found that brand trust has a positive and significant effect on purchase decisions.

Another factor that contributes to purchase decisions is product quality. Product quality refers to the ability of a product to meet consumers' needs and expectations through aspects such as performance, durability, reliability, convenience, design, and conformity to specifications. High-quality products provide satisfaction, thereby increasing consumers' tendency to make a purchase. Studies by Kadafi et al. (2023) and Putri et al. (2025) indicate that product quality has a positive and significant effect on purchase decisions.

In Ventela shoe products in Batam City, there are still various consumer complaints regarding product quality, such as sole durability, seam neatness, glue use, and product comfort. This condition shows that there is a gap between the brand image built by the company and the perception of quality felt by consumers. Inconsistency in product quality has the potential to reduce consumer confidence so that it has an impact on purchase decisions. In addition, studies on the influence of brand image, brand trust, and product quality on purchase decisions at local shoe brands, especially Ventela in Batam City, are still limited. This study aims to analyze the influence of brand image, brand trust, and product quality on the purchase decision of Ventela shoes in Batam City. The Influence of Brand Image, Brand Trust, and Product Quality on the Purchase Decision of Ventela Shoes in Batam City. Agung Setya Budi et.al

relatively limited, so further research is needed. Based on the theoretical foundation and previous research, this study aims to analyze the influence of brand image, brand trust, and product quality on the purchase decision of Ventela shoes in Batam City. The hypotheses proposed are as follows.

- H1 : Brand image has a positive effect on the decision to buy Ventela shoes in Batam City.
- H2 : Brand trust has a positive effect on the decision to buy Ventela shoes in Batam City.
- H3 : Product quality has a positive effect on the decision to buy Ventela shoes in Batam City.
- H4 : Brand image, brand trust and product quality have a positive effect on the decision to purchase Ventela shoes in Batam City.

3. Method

The research method is a scientific method used to collect, process, and interpret data systematically to achieve research goals and provide useful scientific contributions (Sugiyono, 2023). This research uses a quantitative approach in the data processing process. According to (Sugiyono, 2023), the quantitative research method is based on the philosophy of positivism which emphasizes objectivity and structured measurement in data analysis. This approach utilizes data collection techniques directed to specific respondents using research instruments, such as questionnaires or surveys, then the data obtained is statistically analyzed to test the hypothesis that has been determined.

Through a quantitative approach, researchers can examine the relationships between variables in a measurable and systematic manner in the form of numbers. In addition, the results of the research produced are objective, standardized, and generalizable, so that they can be a strong basis for more rational decision-making and based on empirical evidence.

According to (Sugiyono, 2022), population is a whole subject or object of research that has certain characteristics and is determined by the researcher as a generalization area to obtain conclusions that can be scientifically accounted for. Population includes all individuals or groups that are relevant to the problem being researched.

In this study, the population used is people in Batam City who have or have an interest in buying Ventela shoes. The selection of Batam City as the location of the study is based on the high economic activity and the development of people's lifestyles which encourages increasing interest in fashion products, especially shoes. However, the exact number of population cannot be known due to the lack of official data on the number of Ventela shoe consumers from Batam City.

The data used are primary data obtained through the distribution of questionnaires directly and online to respondents. The research instrument was compiled using a five-point Likert scale, ranging from a score of 1 (strongly disagree) to a score of 5 (strongly agree). The independent variables in this study consisted of brand image (X_1), brand trust (X_2), and product quality (X_3), while the dependent variable was purchase decision (Y). The indicators of each variable were compiled based on relevant theory and previous research.

Before the data analysis was carried out, the research instrument was tested through validity tests and reliability tests to ensure that each statement item was suitable for use as a measuring tool. Next, a classical assumption test was carried out which included a normality test, a multicollinearity test, and a heteroscedasticity test. Data analysis used multiple linear regression analysis to determine the influence of each independent variable on the dependent variable. Hypothesis testing was carried out through partial tests (t-test), simultaneous tests (F tests), and determination coefficient analysis (R^2) with the help of IBM SPSS Statistics software version 29. The level of significance of the study was set at 5% ($\alpha = 0.05$).

4. Results and Discussion

Validity Test Results

Validity Test

Table 1 Brand Image Validity Test (X1)

Statement	r_{hitung}	r_{tabel}	Conclusion
X1.1	0,606	0,196	VALID
X1.2	0,669		
X1.3	0,681		
X1.4	0,643		
X1.5	0,579		
X1.6	0,662		

Source: SPSS Output 29, 2026

The validity test on variable X1 is carried out to determine the ability of each statement item to measure the variable being studied precisely. The test is carried out by comparing the calculated r value with the table r of 0.196 at a significance level of 0.05. A statement item is declared valid if the calculated r value is greater than the r of the table.

Based on the test results, all statement items in variable X1 have a calculated r value that is above the table r value (0.196), namely X1.1 of 0.606, X1.2 of 0.669, X1.3 of 0.681, X1.4 of 0.643, X1.5 of 0.579, and X1.6 of 0.662. The highest calculated r value is found in item X1.3 of 0.681, while the lowest value is found in item X1.5 of 0.579. Thus, all statement items in variable X1 are declared valid and suitable for use as research instruments and can be continued at the next stage of analysis.

Table 2 Brand Trust Validity Test (X2)

Statement	r_{hitung}	r_{tabel}	conclusion
X2.1	0,752	0,196	VALID
X2.2	0,730		
X2.3	0,662		
X2.4	0,702		
X2.5	0,610		
X2.6	0,668		

Source: SPSS Output 29, 2026

The validity test on variable X2 is carried out to determine the ability of each statement item to measure the variable being studied precisely. The test is carried out by comparing the calculated r value with the r of the table of 0.196 at a significance level of 0.05. A statement item is declared valid if the calculated r value is greater than the r of the table.

Based on the test results, all statement items in variable X2 have a greater r-count value than the r-table (0.196), namely X2.1 of 0.752, X2.2 of 0.730, X2.3 of 0.662, X2.4 of 0.702, X2.5 of 0.610, and X2.6 of 0.668. The highest r-calculated value is found in item X2.1 of 0.752, while the lowest r-count value is found in item X2.5 of 0.610. Thus, all statement items in variable X2 are declared valid because they have met the validity testing criteria, so they are suitable for use as a research instrument and can be continued at the next stage of data analysis.

Table 3 Product Quality Validity Test (X3)

Statement	r_{hitung}	r_{tabel}	Conclusion
X3.1	0,556	0,196	VALID

Statement	r_{hitung}	r_{tabel}	Conclusion
X3.2	0,579		
X3.3	0,546		
X3.4	0,591		
X3.5	0,562		
X3.6	0,671		
X3.7	0,473		
X3.8	0,599		
X3.9	0,483		
X3.10	0,465		

Source: SPSS Output 29, 2026

The validity test on the X3 variable is carried out to determine the ability of each statement item to measure the research variable precisely. The test is carried out by comparing the calculated r value with the r table of 0.196 at a significance level of 0.05. A statement item is declared valid if the calculated r value is greater than the r of the table.

Based on the test results, all statement items in the X3 variable have a greater r-calculated value than the r-table (0.196), namely X3.1 of 0.556, X3.2 of 0.579, X3.3 of 0.546, X3.4 of 0.591, X3.5 of 0.562, X3.6 of 0.671, X3.7 of 0.473, X3.8 of 0.599, X3.9 of 0.483, and X3.10 of 0.465. The highest calculated r value is found in item X3.6 of 0.671, while the lowest calculated r value is found in item X3.10 of 0.465.

Thus, all statement items in variable X3 are declared valid because they have met the validity test criteria, namely having a greater calculated r value than the r table. Therefore, all indicators in variable X3 are suitable for use as research instruments and can be used in the next stage of data analysis.

Table 4 Validity Test of Purchase Decision (Y)

Statement	r_{hitung}	r_{tabel}	Conclusion
Y1	0,632	0,196	VALID
Y2	0,501		
Y3	0,496		
Y4	0,612		
Y5	0,572		
Y6	0,674		
Y7	0,554		
Y8	0,606		

Source: SPSS Output 29, 2026

The validity test on variable Y was carried out to determine the ability of each statement item to measure the research variable precisely. The test was carried out by comparing the calculated r value with the table r of 0.196 at a significance level of 0.05. A statement item is declared valid if the calculated r value is greater than the r of the table.

Based on the test results, all statement items in variable Y have a greater r-count value than the table r (0.196), namely Y1 of 0.632, Y2 of 0.501, Y3 of 0.496, Y4 of 0.612, Y5 of 0.572, Y6 of 0.674, Y7 of 0.554, and Y8 of 0.606. The highest calculated r value is found in item Y6 of 0.674, while the lowest calculated r value is found in item Y3 of 0.496.

Thus, all statement items on variable Y are declared valid because they meet the validity test criteria, which is to have a greater calculated r value than the r table. Therefore, all indicators on variable Y are suitable for use as research instruments and can be used in the next stage of data analysis.

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Reliability Test Results

Reliability Test

Tabel 5 Hasil Uji Reabilitas

Variabel	Cronbach's Alpha	In Of Item	Keterangan
Citra Merek (X1)	0,709	6	<i>Reliable</i>
Kepercayaan Merek (X2)	0,772	7	
Kualitas Produk (X3)	0,743	10	
Keputusan Pembelian (Y)	0,719	8	

Source: SPSS Output 29, 2026

The reliability test was carried out to assess the level of consistency of the research instrument in measuring the variables being studied. The reliability test in this study used the Cronbach's Alpha method. A variable is declared to have a good level of reliability if the Cronbach's Alpha value is greater than 0.60, so that the instrument can produce consistent data when used in repeated measurements.

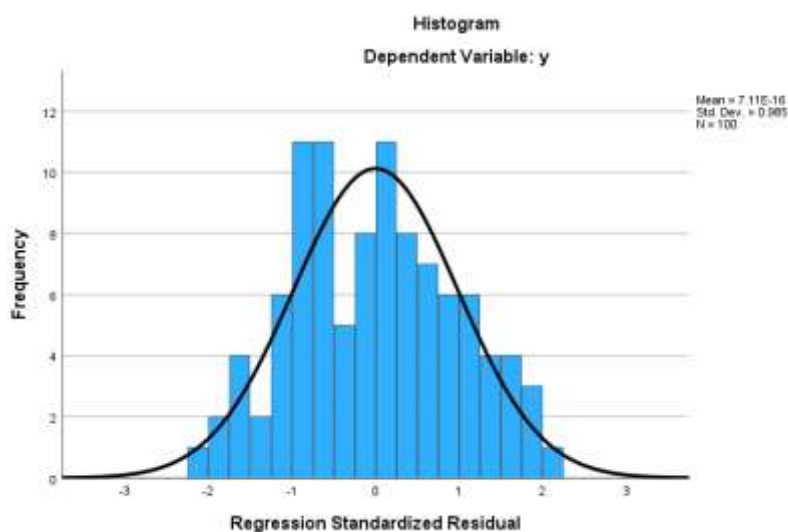
Based on the results of the reliability test, all research variables had a Cronbach's Alpha value above the predetermined minimum limit, which was 0.60. The Work Discipline variable (X1) obtained a Cronbach's Alpha value of 0.761 with a total of 8 statement items, the Job Training variable (X2) of 0.797 with 7 statement items, the Work Stress variable (X3) of 0.782 with 6 statement items, and the Employee Performance variable (Y) of 0.785 with 6 statement items. Thus, all research instruments were declared reliable and feasible to be used as a data collection tool in this study because they were able to provide consistent measurement results.

Classical Assumption Test Results

Normality Test

The normality assumptions were tested using several techniques, namely through histogram graphs, *the Normal P-P Plot of Regression Standardized Residual*, and the Kolmogorov-Smirnov Test. The three methods were used to ensure that the data met the normality assumptions before the regression analysis was performed. The results of the test are presented in the following figure:

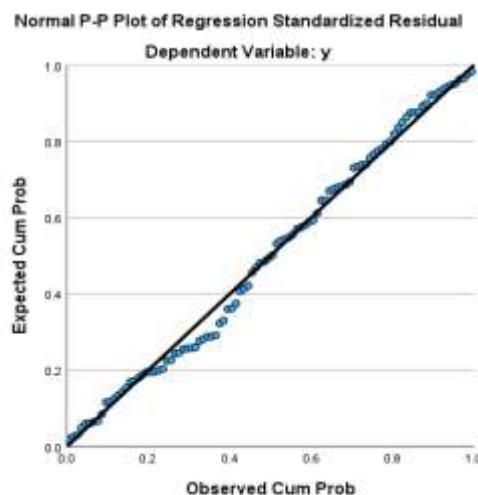
Figure 1 Histogram



Source: SPSS 27 (2026) Data Processing Results

Based on the Histogram graph, it can be seen that the data distribution pattern forms a symmetrical curve that resembles a bell-shaped curve perfectly, without deviating to the right or left extremely. In addition, the mean value (mean) close to zero (7.11×10^{-16}) with a standard deviation of 0.985 in the total sample $N = 100$ confirms that the visualization of this data distribution has met the normal distribution criteria.

Figure 2 Normal Chart P-P Plot



Source: SPSS Output 29, 2026

The above conclusion is reinforced by the display of the *Normal P-P Plot of Regression Standardized Residual* graph in the image. The plot results show that the data points (residual) are consistently spread around the diagonal line and the pattern follows the direction of the linear line tightly from the bottom left to the top right.

Gambar 3 Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2.87766795
Most Extreme Differences	Absolute	,082
	Positive	,082
	Negative	-.039
Test Statistic		,082
Asymp. Sig. (2-tailed) ^c		,097
Monte Carlo Sig. (2-tailed) ^d	Sig.	,098
99% Confidence Interval	Lower Bound	,091
	Upper Bound	,106

^a. Test distribution is Normal.
^b. Calculated from data.
^c. Lilliefors Significance Correction.
^d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 624387341.

Source: SPSS Output 29, 2026

Based on the results of the normality test of the data using the *One-Sample Kolmogorov-Smirnov* method presented in the image, a *Test Statistical value* of 0.082 was obtained. To determine whether the residual data is normally distributed, a decision-making criterion is used by looking at the significance value (*Asymp.*

Sig. 2-tailed). The test results show a significance value of 0.097. Since the significance value is greater than 0.05, it can be concluded that the residual data is normally distributed.

In addition to using *Asymp. Sig.*, this study also confirmed the results with the *Monte Carlo Significance* method which gave a significance value of 0.098, with a 99% confidence interval in the range of 0.091 to 0.106. This provides strong evidence that the assumption of normality in the regression model of this study has been met, so that the model is declared worthy of further testing

Multicollinearity Test

Figure 4 Multicollinearity Test Results

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
		B	Std. Error	Beta			Tolerance VIF
1	(Constant)	5,586	2,471		2,261	,026	
	Citra Merek	,311	,107	,259	2,918	,004	,615 1,626
	Kepercayaan Merek	,272	,096	,245	2,842	,005	,651 1,536
	Kualitas Produk	,315	,074	,376	4,289	<,001	,630 1,588

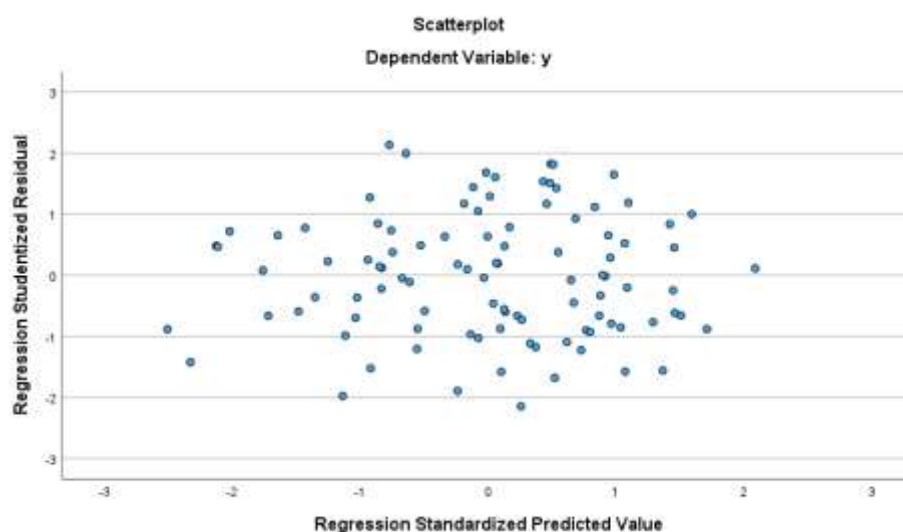
a. Dependent Variable: y

Source: SPSS Output 29, 2026

Based on the results of data processing in Table 4.X, the Brand Image variable (X1) showed a *Tolerance* value of 0.615 and VIF of 1.626. Furthermore, the Brand Trust variable (X2) had a *Tolerance* value of 0.651 and VIF of 1.536. Finally, the Product Quality variable (X3) had a *Tolerance* value of 0.630 and VIF of 1.588. Through this comparison, it can be consistently seen that all independent variables in this study have a *Tolerance value* that far exceeds the minimum limit of 0.10 and a VIF value that is far below the maximum threshold of 10. Thus, it can be empirically concluded that this regression model meets the requirements of the classical assumption test, which is free from the symptoms of multicollinearity, so that these independent variables are suitable for predicting dependent variables simultaneously or partially.

Heteroscedasticity Test Results

Figure 5 Scatterplot Graphics



Source: SPSS Data Processing Results 29, 2026

To detect whether or not there are indications of heteroscedasticity symptoms in this research model, visual analysis is carried out through *Scatterplot* graphs. The test principle is based on the distribution of data points; if the points are scattered randomly without forming a specific geometric configuration or pattern. The Influence of Brand Image, Brand Trust, and Product Quality on the Purchase Decision of Ventela Shoes in Batam City. Agung Setya Budi et.al

(such as wavy, narrowing, or widening), and their position is above and below the number 0 on the Y axis, then the regression model is declared free from heteroscedasticity problems.

Based on the *Scatterplot graph* in Figure 4.X, it is clear that the data points are randomly and evenly distributed around the area of the number zero (0) on the vertical axis. In addition, the distribution of data does not cluster or form a certain regular pattern. The results of this visual observation empirically prove that the variance from the residual value of one observation to another is constant (homoskedasticity). Thus, it can be concluded that this regression model meets the requirements of the classical assumption test and is free from heteroscedasticity problems, so that the parameter estimation is valid for subsequent hypothesis testing.

Figure 6 Glacier Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	Constant	1,694	1,348		1,257	0,212
	x1	-0,053	0,058	-0,117	-0,904	0,368
	x2	0,041	0,052	0,099	0,791	0,431
	x3	0,024	0,040	0,077	0,607	0,546

a. Dependent Variable: abs_res

Source: SPSS Data Management Results 29, 2026

The heteroscedasticity test aims to see if the residual variance in the regression model is nonconstant. A good regression model must be free of the symptoms of heteroscedasticity. This test is performed using the Glejser Method, where the model is declared safe if the significance value (Sig.) of each variable independent of the residual absolute value is greater than 0.05.

Based on the SPSS output results in Table 4.X, the significance value for variable X1 is 0.368, variable X2 is 0.431, and variable X3 is 0.546. Since the significance value of the three independent variables is consistently greater than 0.05 (>0.05), it can be concluded that this regression model is free from heteroscedasticity symptoms and is suitable for use in the study.

Influence Test

Multiple Linear Regression Analysis Results

Figure 7 Multiple Linear Regression Analysis Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,586	2,471		2,261	0,026
	Citra Merek (X1)	0,311	0,107	0,259	2,918	0,004
	Kepercayaan Merek (X2)	0,272	0,096	0,245	2,842	0,005
	Kualitas Produk (X3)	0,315	0,074	0,376	4,289	<0,001

a. Dependent Variable: Keputusan Pembelian (Y)

Sourch : Output SPSS 29, 2026

Based on the value of the regression coefficient in the *Unstandardized Coefficients* B column above, the multiple linear regression equation model in this study can be formulated as follows:

$$Y = 5.586 + 0.311X1 + 0.272X2 + 0.315X3 + e$$

The multiple linear regression equation can be described in detail as follows:

1. Constant Value (α) of 5.586 This value indicates that if the variables of Brand Image (X1), Brand Trust (X2), and Product Quality (X3) are assumed to be constant or have a value of zero (0), then the value of the Purchase Decision variable (Y) is 5.586 units.
2. Brand Image Variable Regression Coefficient (X1) of 0.311 This positive value coefficient indicates a one-way relationship between Brand Image and Purchase Decision. This means that every one unit increase in the Brand Image variable (X1) will increase the Purchase Decision (Y) by 0.311 units, assuming that the other independent variables are of constant or fixed value.
3. Regression Coefficient of Brand Trust Variable (X2) of 0.272 This positive value coefficient shows a one-way relationship between Brand Trust and Purchase Decision. This means that every one unit increase in the Brand Trust variable (X2) will increase the Purchase Decision (Y) by 0.272 units, assuming that the other independent variables do not change.
4. Product Quality Variable Regression Coefficient (X3) of 0.315 This positive value coefficient indicates a one-way relationship between Product Quality and Purchase Decision. This means that every one unit increase in the Product Quality (X3) variable will increase the Purchase Decision (Y) by 0.315 units, assuming that the other independent variables are under constant conditions.

Determination Coefficient Test Results (R²)

Figure 8 R Square Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,732 ^a	,536	,522	2.92229

a. Predictors: (Constant), x3, x2, x1
b. Dependent Variable: y

Based on the results of the multiple linear regression test in the *Model Summary* table above, a correlation coefficient value (R) of 0.732 was obtained. This value indicates a positive and strong relationship or correlation between all independent variables (X1, X2, and X3) together with the dependent variable (Y).

Meanwhile, the value of the determination coefficient (*R Square*) obtained in this study was 0.536. This value shows that the ability of the variation of independent variables (X1, X2, and X3) in explaining the variation of the dependent variable (Y) is 53.6%. In other words, the contribution of the influence of the independent variable in this model is 53.6%, while the remaining 46.4% (100% - 53.6%) is explained by other variables outside the model that were not studied in this study. Furthermore, the value of the prediction error rate or *Std. Error of the Estimate* was recorded at 2.92229

Data Testing

T Test Results

Gambar 9 Hasil Uji t

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5.586	2.471			,026
	x1	,311	,107	,259	2.918	,004
	x2	,272	,096	,245	2.842	,005
	x3	,315	,074	,376	4.289	<,001

a. Dependent Variable: y

Source: SPSS Output 29, 2026

Partial testing was carried out through a t-test to determine the extent of the contribution of each individual independent variable in influencing the dependent variable. The determination of the critical value in this study used a significance level of 0.05 (bidirectional) with a degree of freedom (df) of $n - k - 1 = 100 - 3 - 1 = 96$. Through these criteria, a t_{tabel} value of 1.98498 was found.

Based on the results of statistical calculations in the *Coefficients* table above, the details of the partial influence can be described as follows:

1. Influence of X1 on Y

Based on the results of the statistical test, the X1 variable produced a t_{hitung} value of 2.918 with a significance of 0.004. Through this comparison, it can be seen that the value of t_{hitung} is greater than the table ($2.918 > 1.98498$) and the significance value is below the alpha threshold ($0.004 < 0.05$). This indicator proves that the X1 variable has a real and significant influence on Y. Therefore, the First Hypothesis (H1) is declared accepted.

2. Effect of X2 on Y

For the variable X2, the t_{hitung} value obtained was 2.842 with a significance value of 0.005. Since the value t_{hitung} exceeded the value of t_{tabel} ($2.842 > 1.98498$) accompanied by a significance level smaller than 0.05 ($0.005 < 0.05$), it can be conclusively concluded that X2 contributes significantly to Y. Thus, the Second Hypothesis (H2) is declared accepted.

3. Influence of X3 on Y

The X3 variable recorded the highest t_{hitung} value of 4.289 with a significance of <0.001 . This result showed that the t_{hitung} was much greater than t_{tabel} ($4.289 > 1.98498$) and the significance value was far below 0.05 ($<0.001 < 0.05$). This condition indicates a very strong and significant positive influence of X3 on Y. Therefore, the Third Hypothesis (H3) is declared accepted.

In summary, the results of this partial test confirm that all independent variables studied (X1, X2, and X3) are empirically proven to have a positive, strong, and significant influence on the dependent variable (Y)

F Test Results

Gambar 10 Hasil Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	947.344	3	315.781	36.978	<.001 ^b
	Residual	819.816	96	8.540		
	Total	1767.160	99			

a. Dependent Variable: y

b. Predictors: (Constant), x3, x2, x1

Source: SPSS Output 29, 2026

Simultaneous testing through the F test was carried out with the aim of testing whether all independent variables in the regression model have a combined effect on the dependent variables. Based on the output results in the ANOVA table above, the F_{cal} value was obtained which was 36.978 with a significance level of <0.001 .

Through the results of the comparison, it is known that the F_{cal} value has a much larger value compared to F_{tabel} ($36.978 > 2.70$) and the p-value or significance is far below the threshold of 0.05 ($<0.001 < 0.05$). Thus, it can be concluded that this linear regression model has met the criteria for the feasibility of the model

(*goodness of fit*). This finding confirms that the combination of independent variables (X1, X2, and X3) simultaneously contributes to a real and significant influence on the bound variable (Y).

Discussion

The Influence of Brand Image on Purchase Decisions

The results of the study show that brand image has a positive and significant effect on the purchase decision of Ventela shoes in Batam City. This can be seen from the value of the regression coefficient of 0.311 and the significance value of 0.004. This means that the better the image of the Ventela brand in the eyes of consumers, the higher the purchase decision made by consumers. This finding is in line with the background of the research which explains that Ventela has been known as a local shoe brand with modern designs and relatively affordable prices. This image is an important capital because consumers in the young age segment tend to choose products that not only function as footwear, but also as part of their lifestyle and identity.

In the context of marketing, brand image acts as an initial perception that shapes consumer interest in a product. When consumers rate Ventela as a local brand that is trendy, recognizable, and in line with the clothing style of young people, then the opportunity for consumers to consider buying will increase. However, it is not enough to just build through popularity. A positive image must be strengthened by real consumer experiences, especially in terms of product quality and consistency. Therefore, Ventela needs to maintain a brand image through consistent communication, market-relevant designs, and services that are able to strengthen positive consumer impressions.

The Influence of Brand Trust on Purchase Decisions

The results of the t-test showed that brand trust had a positive and significant effect on purchase decisions, with a regression coefficient value of 0.272 and a significance value of 0.005. These results showed that the higher consumer trust in Ventela, the more likely consumers are to make a purchase. Brand trust is important because buying shoes, especially through marketplaces or digital platforms, involves perception risk. Consumers need to feel confident that the product purchased matches the description, is of decent quality, and is able to meet their expectations.

In CHAPTER I, it is explained that young consumers in Batam City actively use social media and marketplaces as a source of information before buying products. This condition makes brand trust greatly influenced by consumer reviews, store reputation, previous purchase experiences, and brand responses to complaints. If brands are able to show consistency in quality, delivery, and service, consumer trust will be stronger. On the other hand, complaints that are not handled can reduce trust and weaken purchase decisions. Therefore, Ventela needs to strengthen consumer trust through transparency of product information, service quality, and quick response to consumer criticism.

The Influence of Product Quality on Purchase Decisions

The results of the study showed that product quality had a positive and significant effect on purchase decisions. The product quality regression coefficient value was 0.315 with a significance value of <0.001. In addition, the standardized beta value of product quality of 0.376 was the largest value compared to other variables. This shows that product quality is the most dominant variable in influencing the purchase decision of Ventela shoes in Batam City.

This finding is very relevant to the problems in Chapter I, namely consumer complaints related to the quality of Ventela shoes, such as soles that deteriorate quickly, glue that is not neat, imperfect logo stitching, and product conditions that do not meet expectations. Although Ventela has an image as a popular and

affordable local shoe, the purchase decision still depends heavily on the quality of the product that consumers feel. Consumers will be more confident to buy if the product has good durability, comfortable to use, design as expected, and consistent physical quality. Therefore, improving product quality is the main strategy that needs to be prioritized to improve purchasing decisions.

The Influence of Brand Image, Brand Trust, and Product Quality on Purchase Decisions

The results of the F test show that brand image, brand trust, and product quality simultaneously have a significant effect on the purchase decision of Ventela shoes in Batam City. The F value of 36.978 with a significance value of <0.001 proves that these three variables are able to explain the change in consumer purchase decisions. These results show that the purchase decision is not formed by one factor alone, but through a combination of brand perception, belief in the brand, and assessment of product quality.

Practically, brand image can serve as an initial attraction that makes consumers know and consider Ventela. Brand trust then strengthens consumers' belief that Ventela can meet expectations. Furthermore, product quality becomes tangible evidence that determines whether consumers are really willing to buy and recommend the product. Thus, Ventel's marketing strategy in Batam City should not only highlight design and popularity, but also strengthen product quality and consumer trust consistently.

5. Conclusion

Based on the purpose of the research regarding the influence of brand image, brand trust, and product quality on the purchase decision of Ventela Shoes in Batam City, it can be concluded that:

1. Brand image has a positive influence on the purchase decision of Ventela Shoes in Batam City. The better the brand image that is formed in the minds of consumers, the higher the tendency of consumers to choose and buy Ventela Shoes products. A strong brand image is able to create positive perceptions, increase product attractiveness, and differentiate products from competing brands.
2. Brand trust has a positive influence on the purchase decision of Ventela Shoes in Batam City. A high level of trust indicates that consumers have confidence in the brand's ability to provide quality and benefits according to expectations. This trust encourages consumers to make purchase decisions with a lower level of risk.
3. Product quality has a positive influence on the purchase decision of Ventela Shoes in Batam City. Consumers tend to choose products that have good quality, adequate durability, attractive design, and comfort in use. Therefore, product quality is one of the main factors that affect purchase decisions.
4. Brand image, brand trust, and product quality simultaneously have a positive influence on the purchase decision of Ventela Shoes in Batam City. These three variables support each other in shaping consumer perception so that they are able to increase interest and purchase decisions for Ventela Shoes products.

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