

The Effect of Brand Awareness, Word of Mouth and Product Quality on The Purchase Decision of Adidas Shoes in Surabaya

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ABSTRAK

This study investigates the influence of brand awareness, word of mouth, and product quality on purchasing decisions for Adidas shoes in Surabaya, with a focus on consumer behavior in the competitive sports fashion industry. Using a quantitative approach, data were collected from 385 respondents through non-probability sampling and analyzed using Partial Least Squares (PLS). The findings indicate that word of mouth and product quality have a significant impact on purchasing decisions, whereas brand awareness has no direct effect. The study is limited to Adidas consumers in Surabaya. Companies should enhance product design, comfort, and durability while strengthening consumer experiences and sustaining brand awareness as a long-term strategy.

INTRODUCTION

In the fashion industry, particularly in the footwear segment, there is increasingly fierce market competition in this era of globalization and technological advancements. Rapid changes in trends, product innovation, and social influences mean that shoes no longer serve merely as foot protection, but also reflect identity, social status, and modern lifestyles (Oktarin & Wijaya, 2023; White, 2009). Consumers are now more critical and selective in choosing products, with psychological, social, and personal factors influencing purchasing decisions (Zabukovsek et al., 2023). This situation requires companies to design marketing strategies that deliver functional, emotional, and symbolic value to meet increasingly complex consumer expectations.

Several previous studies have emphasized the significance of brand awareness, word of mouth, and product quality in influencing consumer behavior. The role of brand awareness in influencing consumer behavior underscores the importance of investing in advertising and promotional activities that increase brand visibility and recognition (Bergkvist & Taylor, 2022). (Joudeh et al., 2024; Moujabber, 2023) emphasize the effectiveness of WOM, which is considered a reliable source of information in influencing purchasing decisions, mediated by the quality, quantity, and credibility of the information shared. Product quality plays a crucial role in determining customer satisfaction levels, as it enables the company to meet its customers' needs and expectations (Utomo & Pratama, 2024). Numerous studies have demonstrated that when a product meets or exceeds consumer expectations, satisfaction levels increase,

which in turn encourages repeat purchases and strengthens brand loyalty (Lone & Bhat, 2023; Safira & Fasa, 2024).

In practice, the development of running and fitness trends reflects a shift in consumer preferences for athletic shoes, which are now chosen not only based on function but also on brand image, social experience, and quality assurance. The gap that has emerged is that studies simultaneously analyzing brand awareness, word of mouth, and product quality in a comprehensive model to explain purchasing decisions for athletic shoes are still rare. Thus, this study aims to fill this gap by examining the simultaneous influence of these three variables, thereby providing a more comprehensive explanation of the factors that determine consumer behavior in the current footwear industry.

This study stems from the issue of the influence of *brand awareness*, *word of mouth*, and product quality on the decision to purchase Adidas shoes in Surabaya, given the intense competition and growing trend of healthy lifestyles. The primary question is whether these three variables have a significant impact on consumer purchasing decisions. The objective is to analyze and describe the influence of *brand awareness*, *word of mouth*, and product quality, in part, in order to provide theoretical and practical contributions to Adidas' marketing strategy in the local market.

RESEARCH METHOD

In this study, we employed a quantitative approach using structured questionnaires as instruments to measure *brand awareness*, *word of mouth*, product quality, and purchasing decisions. The research population consisted of consumers of the Adidas brand sports shoes in the city of Surabaya. The research sample consisted of 385 respondents selected using *non-probability sampling techniques, specifically accidental sampling methods, as this study did not have access to the specific population size. Therefore, conclusions could not be drawn regarding the general treatment of the population..* Hosmer et al., 1997). Therefore, the sample was determined using the *Lemeshow* formula (The following is the *Lemeshow* formula used:

$$n = \frac{Z^2 P(1 - P)}{d^2}$$

Explanation:

n = sample size

Z = Z score at 95% confidence = 1.96

P = maximum estimate (0.5)

d = error (5% margin of error)

Using the above formula, the sample size to be used can be calculated as follows:

$$\begin{aligned} n &= \frac{Z^2 P(1 - P)}{d^2} \\ n &= \frac{1,96^2 \cdot 0,5(1 - 0,5)}{0,05^2} \\ n &= \frac{3,8146 \cdot 0,25}{0,0025} \\ n &= 384,16 \end{aligned}$$

In conditions where the proportion or comparative value of an infinite population is unknown, it is recommended to use a confidence level of 95%. Based on the above calculation, the sample size used is 385 respondents, rounded to the nearest whole number, with a margin of error of 5%. The characteristics of the respondents collected include variations in age, gender, and purchase frequency, thus reflecting the diversity of consumers in Surabaya, a metropolitan city with a high level of sports activity.

The testing procedure was conducted by distributing questionnaires both directly and online, and the data were then analyzed using the Partial Least Squares (PLS) method. The testing tools used included validity and reliability tests of the instruments, as well as partial path analysis to assess the influence of each independent variable on purchasing decisions. The validity test was conducted to ensure that the instrument was truly capable of measuring the intended aspects. This process was carried out by comparing the calculated *r*-value with the table *r* at a 5% significance level.

The validity of an item is determined if the calculated *r* is higher than the table *r*. If the other *n* is below the requirement, the item does not meet the validity requirements. A reliability test is conducted to measure the consistency of respondents' answers using Cronbach's alpha coefficient. The instrument is considered reliable if the alpha value exceeds 0.60. In addition, to ensure that the analysis model provides reliable parameter estimates, a classical assumption test is also conducted, covering normality, multicollinearity, and heteroscedasticity, with the help of the Smart PLS 4 application.

The Brand Awareness (BA) variable on social media is measured through brand unawareness, brand recognition, brand recall, and peak recall. The WOM variable includes Credibility, Personal, and Timeliness. Performance Quality, Specification Conformity, Reliability, and Durability measure the product quality variable. Meanwhile, the purchase decision variable includes Problem Recognition, Information Search, Alternative Evaluation, and Purchase Decision (Koteler & Keller, 2016).

RESULTS AND DISCUSSION

The description of respondent data aims to provide an overview of the information obtained and prepare it for the next stage of analysis. Overall, the characteristics of the respondents in this study are presented in Table 1.

Table 1. Respondent Profile

	Description	Number	Percentage
Gender	Male	212	55
	Female	173	45
Age	17–20 years old	50	13
	21–26 years old	239	62
	27–32 years old	96	25
Occupation	Student	39	10
	University student	173	45
	Employees	166	43
	Entrepreneurs	7	2
Monthly Income	Rp. 0 – 500,000	32	8.2
	IDR 500,000 – 2,000,000	123	32
	IDR 2,000,000 – 5,000,000	143	37.3
	IDR 5,000,000 and above	87	22.6
Purchase Intensity (Last 1 Year)	Did not purchase at all	2	0.5
	Once	162	42
	2–3 times	135	35
	4–5 times	87	22.5

Source: Processed Primary Data (2025)

Based on the classification of the research respondents, there were more males (55%) than females (45%). In terms of age, the majority of respondents were in the 21–26 age group (62%), followed by those aged 27–32 (25%), and the rest were aged 17–20 (13%). These findings indicate that the respondents were predominantly young people of productive age. In terms of occupation, most respondents were students (45%) and employees/civil servants (43%), while the number of pupils (10%) and entrepreneurs (2%) was relatively small. In terms of monthly income, most respondents fell into the Rp 2,000,000–Rp 5,000,000 and Rp 500,000–Rp 2,000,000 categories, while those with an income above Rp 5,000,000 accounted for 22.6%, and those with an income below Rp 500,000 made up only 8.2%. This shows the dominance of the middle-income group. In terms of purchase frequency, most respondents made purchases once in the

past year (42%), followed by 2–3 times (35%) and 4–5 times (22.5%), while only 0.5% did not make any purchases. In general, these characteristics indicate that the majority of respondents are young, educated, and have middle incomes, while still exhibiting low to moderate consumption patterns.

Table 2. Descriptive analysis results

Variable	Sub-Indicator / Statement	Item	Mean
Brand Awareness (X1)	Consumers are not yet aware of the Adidas brand	X1.1	3,935
	Consumers recognize the Adidas brand.	X1.2	3,901
	Consumers can remember the Adidas brand.	X1.3	4,005
	Forming the basis for recognition of the Adidas brand	X1.4	3,894
	Mentioning the Adidas brand in one's mind	X1.5	3,870
	Average Brand Awareness Variable		3,903
Word of Mouth (X2)	Recommending Adidas to others	X2.1	4,070
	Telling others about the quality of Adidas products	X2.2	3,803
	Telling others about positive things regarding Adidas	X2.3	3,948
	Telling others about the comfort of Adidas	X2.4	3,935
	Getting information/experiences from others when needed	X2.5	3,896
	Average WOM Variable		3,983
Product Quality (X3)	Adidas shoes perform optimally in various activities	X3.1	4,288
	Shoes match the product description.	X3.2	4,278
	The shoes remain comfortable and undamaged over a certain period of time	X3.3	4,278
	The shoes are durable, even with frequent use	X3.4	4,377
	Average Product Quality Variable		4,333
Purchase Decision (Y)	Awareness of the need for new shoes	Y1.1	4,286
	Searching for information through social media	Y1.2	4,197
	Comparing Adidas with other brands	Y1.3	4,299
	Deciding to buy Adidas after consideration	Y1.4	4,273
	Average Purchase Decision Variable		4,280

Source: Processed Data (2025)

Based on the data processing results, the Brand Awareness variable (X1) obtained an average value of 3.903. This figure indicates that consumer awareness of the Adidas brand is in the high category. Respondents were able to recognize, remember, and associate Adidas with their minds, although there is still room for improvement in terms of brand recognition. Variable (X2) has an average value of 3.983, which is also in the high category. This means that consumers tend to actively give recommendations, share experiences, and convey positive information about Adidas to others, so that WOM plays an important role in strengthening the brand image among consumers. Meanwhile, the Product Quality variable (X3) obtained the highest average score of 4.333, indicating that consumers have a very positive perception of the quality of Adidas shoes. Respondents rated Adidas products as having optimal performance, matching their descriptions, durable, and reliable. Furthermore, the Purchase Decision (Y) variable also recorded a high average score of 4.280, indicating that consumers tend to be aware of their needs, seek information, compare with other brands, and finally decide to buy Adidas after careful consideration.

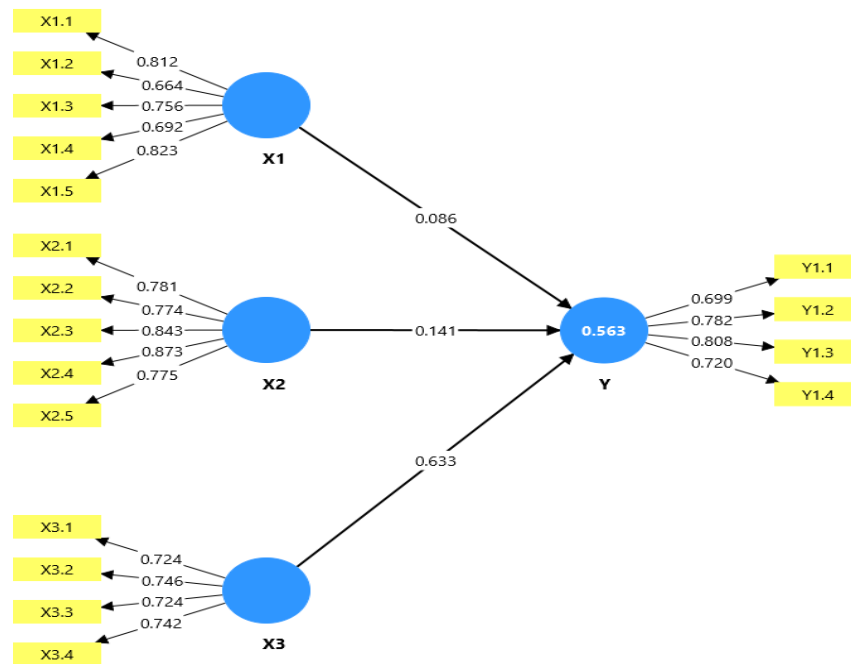


Figure 1. Outer Model Results

Source: Processed Data, (2025)

Based on the results of the outer model evaluation, the research instrument proved to be convergent valid, with the majority of outer loading values above 0.7. The Brand Awareness construct (X1) had five indicators with loadings ranging from 0.664 to 0.823, most of which met the criterion. Word of Mouth (X2) showed excellent validity, with all indicators ranging from 0.774 to 0.873. Product Quality (X3) consisted of four indicators, with loadings ranging from 0.724 to 0.746, all of which were valid. Meanwhile, the Purchase Decision (Y) has four indicators with values ranging from 0.699 to 0.808; although Y1.1 is slightly below 0.7, the indicator is still considered acceptable. Overall, all indicators are feasible to retain because they meet the reliability and validity criteria; therefore, the measurement model is deemed good and can proceed to inner model analysis.

Table 3. Discriminant Validity Results

Variable	AVE	Description
Brand Awareness (X1)	0.56	Valid
Word of Mouth (X2)	0.656	Valid
Product Quality (X3)	0.539	Valid
Purchase Decision (Y)	0.586	Valid

Source: Processed Data, 2025

Discriminant validity analysis, as indicated by AVE values, demonstrates that all constructs are valid since they exceed the minimum threshold of 0.5. Brand Awareness obtained an AVE of 0.566, while Word of Mouth was the highest, at 0.656. Product quality was 0.539, and the purchase decision was 0.568. Thus, all constructs meet the criteria and are suitable for use in structural model analysis.

Table 4. Reliability Test Results

	Cronbach's alpha	(rho_a)	(rho_c)
Brand Awareness (X1)	0.813	0.852	0.866
Word of Mouth (X2)	0.870	0.888	0.905
Product Quality (X3)	0.717	0.720	0.824
Purchase Decision (Y)	0.745	0.752	0.840

Source: Smart PLS Processing (2025)

Reliability testing was conducted using Cronbach's Alpha and Composite Reliability (CR), showing that all constructs met the criteria of >0.70 (Hair *et al.*, 2019). Brand Awareness ($\alpha=0.813$; $CR=0.866$), Product Quality ($\alpha=0.717$; $CR=0.824$), Word of Mouth ($\alpha=0.870$; $CR=0.905$), and Purchase Decision ($\alpha=0.745$; $CR=0.840$) were all reliable. Thus, the research instrument is proven to be consistent and suitable for use in structural model analysis.

Table 5. Multicollinearity Test Results

Variable	Item	VIF
Brand Awareness (X1)	X1.1	1.639
	X1.2	1,512
	X1.3	1,566
	X1.4	1,585
	X1.5	1,811
Word of Mouth (X2)	X2.1	1,677
	X2.2	2,006
	X2.3	2,157
	X2.4	2,417
	X2.5	2,022
Product Quality (X3)	X3.1	1,421
	X3.2	1,305
	X3.3	1,278
	X3.4	2,417
Purchase Decision (Y)	Y1.1	1,287
	Y1.2	1,471
	Y1.3	1,619
	Y1.4	1,393

Source: Smart PLS Processing (2025)

According to Hair *et al.* (2019), the construct is free of multicollinearity if the VIF is less than 5. The results show that all indicators have a VIF of 1.278–2.417, which is well below the threshold of 10. Thus, the variables of Brand Awareness, Word of Mouth, Product Quality, and Purchase Decision are declared free of multicollinearity and suitable for structural analysis.

Table 6. Results of Latent Variable Correlation Testing

	(X1)	(X2)	(X3)	Y
BA (X1)	1.000	0.800	0.386	0.444
WOM (X2)	0.800	1.000	0.414	0.472
KP (X3)	0.386	0.414	1.000	0.725
Y	0.444	0.472	0.725	1.000

Source: Smart PLS Processing (2025)

The results of the latent variable correlation test show that the relationships between constructs vary. X1 and X2 have the highest correlation (0.800), indicating that brand awareness is closely related to consumer recommendations. The correlation between X1 and X3 (0.386) and Y (0.444) is classified as weak to moderate, while the correlation between X2 and X3 (0.414) and Y (0.472) is moderate. The strongest relationship is observed between X3 and Y ($r = 0.725$), highlighting the importance of product quality in influencing purchasing decisions. In general, all variables are interrelated with correlation strengths ranging from weak to strong.

Table 7. Results of T, R2, and F2 Tests

	t-statistic	f ²	p-values
X1 against Y	1.206	0.006	0.228
X2 against Y	2.089	0.016	0.037
X3 against Y	14.940	0.752	0.000

Source: Smart PLS processing (2025)

The test results indicate that the Brand Awareness variable (X1) has a positive effect on purchasing decisions (Y), although it is not statistically significant ($t = 1.206$, $p = 0.228$). The f^2 value = 0.006 is also minimal, indicating that its contribution to the dependent variable is weak. Variable (X2) has a positive and significant effect on purchasing decisions ($t = 2.089 > 1.96$; $p = 0.037$). However, the f^2 value = 0.016 is relatively small, so that although the effect is significant, its contribution remains low. Meanwhile, the Product Quality variable (X3) has the most significant effect on purchasing decisions ($t = 14.940$; $p = 0.000$), with $f^2 = 0.752$, indicating a substantial contribution.

Table 8. Determination Coefficient (R^2)

Dependent Variable	R^2	$R^2_{adjusted}$
Purchase Decision (Y)	0.563	0.560

Source: Smart PLS Processing (2025)

Overall, the R^2 value of 0.563 (Adjusted R^2 of 0.560) indicates that the three variables in this study can explain 56.3% of the variation in purchasing decisions. In contrast, the remaining 43.7% is influenced by other factors outside the model.

Discussion

The validity and reliability tests show that all statement items are valid and reliable. Thus, each question item can consistently measure the intended aspect and remain reliable even when asked of respondents at different times. This confirms that the data obtained is suitable for use in the next stage of analysis using the *partial least squares* (PLS) method. The finding that *brand awareness* does not significantly influence purchasing decisions indicates that consumer awareness of a brand is not always the primary driver of consumption behavior. This suggests that, despite Adidas having a strong global brand image, consumers in Surabaya tend to be more critical and do not rely solely on brand familiarity when making purchasing decisions. Some results contradict several previous studies that have shown a significant influence of *brand awareness*. (Nabila et al., 2021) found that *brand awareness* has a significant effect on the decision to purchase Merche products, while (Muliawan et al., 2021) stated that *brand awareness* influences the decision to purchase Converse shoes as well as repeat purchase interest. This suggests that for products with high exposure or active social media followers, Brand Awareness can play a significant role in driving sales.

This study found that *brand awareness* does not directly influence purchasing decisions. These results align with those of Arief et al. (2024) and Resmita & Pramesti (2024), who emphasize that brand awareness is only significant when supported by other factors. Thus, this study supports previous findings that *brand awareness* is not a single factor; instead, its impact is mediated by consumer-based brand equity elements, such as quality perception, brand association, and brand loyalty. This confirms that although brand awareness is an important initial stage, its influence on purchase decisions will only be effective if supported by other dimensions of brand equity (Akasadewa & Handayani, 2025; Bagus et al., 2024). Findings regarding the significant influence of word of mouth on purchasing decisions demonstrate that the experiences and recommendations of others, whether directly or through social media, play a substantial role in shaping consumer decisions. These results are consistent with previous findings by researchers (Setiagraha et al., 2021), who found that *word of mouth* has a positive and significant effect on the purchasing decisions of Pempek consumers in Palembang, along with product quality and price references. Similar findings were also reported by Arif et al. (2021), who studied consumers of Milkita products, where *word of mouth*, price, and product quality all had a positive and significant influence on purchasing decisions. Furthermore, Septiani et al. (2022) found that Word of Mouth not only has a direct effect on the purchase decision of Ms. Glow cosmetic products but also acts as a mediating variable that strengthens the relationship between celebrity influencer endorsements, brand image, product quality, and

purchase decisions. The findings of this study establish that *Word of Mouth* is one of the key factors that can influence purchasing decisions, as recommendations from others are considered more credible and impact consumer perceptions of products (Atma & Ernawati, 2022). In the context of marketing, strategies that encourage positive WOM, such as good customer experiences or promotions through influencers and communities, can be effective approaches to increase sales.

Product quality has proven to be the strongest factor influencing consumer purchasing decisions, confirming that fundamental factors such as durability, comfort, and performance remain the primary basis for consumers when choosing sports shoes. This fact shows that although social factors such as word of mouth are important, consumers ultimately prioritize the real value of the products they use. Several previous studies support this finding (Pratiwi & Silitonga, 2024). This reveals that product quality plays an important role in shaping the brand image and influencing purchasing decisions for The Originote skin care products. (Arif et al., 2021) Also shows the significant influence of Milkita product quality. Findings (Kenedi & Saputra, 2023) The results from Bata shoes indicate that product quality has a positive and significant effect on purchasing decisions among a sample of students from the Faculty of Economics and Business at UPG Madiun, suggesting that product quality remains a key determinant of purchasing decisions.

CONCLUSION

This study reveals that word-of-mouth recommendations and product quality have a more significant influence on the decision to purchase Adidas shoes in Surabaya. In contrast, brand awareness has no significant direct impact on sales. These findings underscore the significance of product quality and consumer experience in influencing purchasing decisions, indicating that marketing strategies centered on consumer satisfaction and recommendations are more effective than relying solely on brand awareness. The strength of this study lies in its focus on factors that directly influence consumer behavior, providing relevant insights for companies to direct their marketing strategies. Nevertheless, the study remains limited to a single brand and region, making its findings less generalizable to broader contexts.

These results suggest that companies should prioritize enhancing product quality, particularly in design, comfort, and durability, while also managing consumer experiences to foster positive word of mouth. Recommendation-based marketing strategies can be further optimized through referral programs, rewards, and digital campaigns that highlight customer satisfaction. Although brand awareness is not directly significant, it should still be nurtured as a long-term strategic effort to strengthen brand image, which ultimately supports word of mouth and purchasing decisions. For future research, expanding the scope to different regions in Indonesia and incorporating additional variables such as brand image, customer loyalty, price, and after-sales service, while combining quantitative and qualitative approaches, would provide a more comprehensive understanding of consumer purchasing behavior.

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