Effect of Consumer Perception on The Purchase Decision of Children's Football Clothing Products
(Case Study on Shopee at Yuro Sport Store)

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Abstract

Business competition is getting tougher day by day for small and large-scale businesses. Moreover, the Covid-19 pandemic has also significantly impacted the decline in sales, including the Yuro Sport Store, which sells online at Shopee. The owner of the Yuro Sport Store wants to know whether there is a relationship that affects consumer perceptions of the decision to purchase children's soccer clothes at the Yuro Sport Store. By examining consumer perception variables consisting of sensation, organization, and implementation dimensions as well as purchasing decision variables consisting of product choices, brand choices, dealer choices, purchase amounts, purchase timings, and payment methods, researchers used the Pearson correlation test to determine the relationship between the two variables. Furthermore, the results show the relationship between consumer perceptions of purchasing decisions. Researchers also propose development strategies, including designing attractive product photos on the main display and adding new product lines.

Keywords: consumer behavior, consumer perception, purchase decision, marketing strategy

1.   INTRODUCTION

During the current Covid-19 pandemic, business companies generally experience a decline in sales and a decline in revenue. This decline in sales occurred, of course, due to a decrease in people's purchasing power, which was

affected by the Covid-19 pandemic. The drastic decline in sales is quite challenging to handle because the work environment and various company work systems have changed completely, which makes the entire company must be able to be solutive and adaptive. Every day, business competition worldwide is getting tougher, including in Indonesia. In addition to the price factor, the company also increases the value or value that can be accepted by potential consumers so that the company's products or brands can become the main choice or top of mind of potential consumers.

Sellers use various advertising and promotional tactics to attract customers and increase sales (Xia and Monroe, 2009). Companies marketing their products commonly use the strategy by promoting and selling digitally, done online. This is none other than because of the effective promotion and online sales that can increase the company's revenue. With online sales, consumers will find it easier to extend existing products.

One company that sells online due to the Covid-19 pandemic is the Yuro Sport Store. The Yuro Sport Store is a business founded in 2000 by Chang Chi Liong. This shop was originally located at Cipulir Market, Jl. Ciledug Raya No.18, RT.13/RW.5, Cipulir, Kec. Kebayoran. Lama, City of South Jakarta, Special Capital Region of Jakarta 12230. However, in 2010, Yuro Sport Store moved its location to Pasar Jatinegara, which is located on Jl. Jatinegara Tim., Bali Mester, Jatinegara District, East Jakarta City, East Java 13310. Yuro Sport Store is one of the boys' soccer suit shops specializing in wholesale and wholesale sales.

The Yuro Sport store sells children's soccer suits to new and old customers in Jatinegara Market. However, after the Covid-19 Pandemic, Yuro Sport Stores began to stop selling offline. However, the Yuro Sport store still maintains good relations with old customers by selling via WhatsApp. Furthermore, at the end of 2020, the Yuro Sport store also started to open its first online store in the marketplace, Shopee. Where this online sale makes the Yuro Sport store start selling in retail or units. And to date, the Yuro Sport store has managed about 7 online stores in several different marketplaces.

Even though they have only been selling for about a year on the marketplace, the owner of the Yuro Sport Store said that their sales tend to decline in one year, but the owner of the Yuro Sport Store feels that the ups and downs of sales in one year are still quite normal and require data of around three to five years to analyze more precisely. In addition, there is also what the owner of the Yuro Sport Store wants to know, namely whether there are internal factors from the Yuro Sport store that can improve the quality of the store or can attract consumers to shop at the Yuro Sport store.

2. LITERATURE REVIEW

2.1. Consumer Perception

Perception is defined as a process experienced by someone in selecting, organizing, and interpreting information used to create a perspective of something (Kotler & Keller, 2016). Meanwhile, according to Schiffman 2019, perception is a process of selecting, organizing, and handling images into a meaningful and coherent perspective. Everyone who receives the same view will recognize, organize, and imagine differently. This process is an individual process based on individual needs, values, and expectations.

Perception arises from the sensation, the sensation itself, which includes responses to stimuli such as sound, then perception is a variety of stimuli that are selected, organized, and interpreted (Solomon et al., 2006). So, perception is the process by which sensory receptors in the form of stimuli received by a person are noticed and interpreted to produce a response to an object. There are the following three parts of perception: selection, organization, and interpretation of stimuli (Schiffman and Wisenblit, 2019).

2.1.1. Sensation

Sensation is a response from the sensory organs to stimuli involving the five senses. Sensation is a direct response that comes from the sensory organs to a stimulus. Sensory Receptors are human organs (eyes, ears, nose, mouth, and skin) that receive sensory input. Their sensory functions are seeing, hearing, smelling, tasting, and touching. All the senses that humans have will be used together when someone makes the process of buying, using, and evaluating products. Next, sensory sensitivity is a person's sensitivity to stimuli that depend on individual receptors.

The sensation is a direct response of the sensory organs (eyes, ears, nose, mouth, skin) to a stimulus. These sensory functions, namely seeing, hearing, smelling, tasting, and touching, all of these functions play a role in the purchase, use, and assessment of consumer goods (Schiffman and Wisenblit, 2019).

1. Sight is a sensory input from the eye that can reflect an impression in brand colours, store layouts, website designs, etc.

2. Scent can build emotions or have a calming effect on consumers; they can remind a person of particular memories or are helpful for relieving stress (Solomon et al., 2006)

3. Touch can also be a way to increase the attractiveness of a product. (Krishna, 2011). For example, a product from the Apple company, namely iTouch, emphasizes the touch side and gives the impression that the use of the product is done through the product's response to the touch of a

consumer's finger. The Apple company plays the sensory organs, which eventually becomes the attraction and innovation for consumers.

4. Sound is one aspect that has been widely integrated into all aspects of marketing (Lindstrom and Kotler, 2010).

5. Taste is an activity for the consumer to taste a product. Taste can also be influenced by other sensory organs, such as advertisements that use multiple-sense will provide a higher taste perception than advertisements with single-sense (Elder and Krishna, 2010).

2.1.2. Organization

The Organization is a person's process of categorizing stimuli that are influenced by cultural background. According to (Schiffman and Wisenblit, 2019), people tend to organize various received stimuli into groups and perceive them as a unified whole.

2.1.3. Interpretation

Interpretation is information that comes from the environment and is processed with data that someone from a culture feels. The Interpretation of a stimulus also varies for each individual because it is based on what they expect to see based on previous experiences, motives, and interests at the time of purchase (Schiffman and Wisenblit, 2019).

2.2. Purchase Decision

According to Kotler and Keller (2016), the purchase decision is a stage experienced by a person in choosing various brands that become their preferences. In addition, in making a purchase decision, there are five stages that will be passed before finally making a purchase, including determining the product, determining the brand, determining the dealer, determining the purchase amount, determining the time of purchase, and determining the payment method.

1. Product Choice

   Product Choice is an activity carried out by every consumer who wants to buy/purchase a product. This product choice considers whether someone will spend their money or not to purchase a product.

2. Brand Choice

   Brand Choice is a decision made by consumers when choosing which brand is needed or attracts attention. The company must improve its brand image so that it becomes the main choice of consumers.

3. Dealer Choice

    Dealer Choice is the choice of which dealer will consumers choose when they want to make a product purchase. The number of similar dealers makes it difficult to compete to become a consumer choice, but there are several things that consumers consider when choosing a dealer, namely the distance between the location of the consumer and the dealer, the price compared to other dealers, completeness of inventory/products, a convenient location for shopping, and so on. other.

4. Purchase Amount

    Purchase Amount is the number of products that consumers will purchase in one transaction. Companies can use a bundle pricing strategy to increase the purchase amount from consumers or provide a variety of products to meet consumer needs.

5. Purchase Timing

    Purchase Timing is the time used by consumers to shop. This purchase timing is of course different for each consumer, some consumers shop every day, but other consumers shop once a week.

6. Payment Method

    Payment Method is a method that consumers choose to process payments. The more payment methods provided; this also affects consumers in making purchasing decisions. Currently, in addition to payment by cash, many other payment options make it easier for consumers to make payments, such as by e-wallet or debit card.

3. METHODOLOGY

3.1. Scope of Research

In this study, the author uses explanatory research to explain the causal relationship between the variables tested, namely the consumer perception variable and purchasing decisions through hypothesis testing. The research was conducted at the Yuro Sport Store in the Shopee marketplace. And the time of the research was carried out in September-November 2021.

3.2. Population and Sample

3.1.1. Population

The Population is a collection of all individuals who are part of the available data on a particular matter (Levy and Lemeshow, 2013). The Population in this study were all consumers who made purchases at the Yuro Sport Store during September-November 2021 at Shopee based on data from the Yuro Sport Store as many as 267 people.

3.1.2. Sample

The sample is the average level of a characteristic of a population that can describe elements of the Population (Levy and Lemeshow, 2013). The sampling technique used is Systematic Sampling or Systematic Sampling. Systematic sampling is a sampling technique used by researchers in various systematic ways, such as assigning serial numbers to the Population or other systematic considerations. In this study, researchers will use a sampling technique by selecting samples from the Population who make purchases in an even order.

The sample size is calculated using the Slovin technique and the sample is as follows:

$$n = \frac{267}{267(0,1)^2+1} = \frac{267}{267(0,1)^2+1} = 72,75$$

Thus, the number of samples in this study was determined to be 73 consumer buyers at the Yuro Sport Store.

3.3. Types and Sources of Data

3.3.1. Types and sources data

The research method that the author chose in this study is the Mix Method by combining quantitative and qualitative research. According to Creswel and Clark (2011), mixed methods research is a research design with philosophical assumptions as well as an inquiry method.

Qualitative research was conducted by interviewing the owner of the Yuro Sport Store to find out the company's internal data and Quantitative research is used to collect questionnaire data regarding consumer preferences for the product price set and qualitative research is used to collect internal company data through interviews with the owner of the Yuro Sport Store.

3.3.2. Primary and secondary data sources

The data used in this study consisted of 2 types of data: primary and secondary data. Primary data is data collected directly to the intended party, namely the Yuro Sport store. Primary data was collected by conducting interviews with the owner of the Yuro Sport store to obtain raw data from the company, such as data on the number of buyers. Furthermore, secondary data is data that has been processed by previous researchers or other parties who can support primary data. In this case, the secondary data are journals and books that are relevant to the research.

3.4. Data Collection Techniques

Data collection techniques were carried out by interviews, documentation studies, and questionnaires. Researchers conducted interviews with the Yuro sport store parties to obtain internal information and sales data. The researcher also conducted a documentation study by reading books and journals and citing theories relevant to this research to support this research. Then for the next data collection technique is done with a questionnaire. The researcher gave questionnaires to 73 respondents to find out whether consumer perceptions influence purchasing decisions. These respondents have the criteria that they have shopped for Yuro Sport Store products during September-November 2021.

3.5. Operational Definition

1. Consumer Perception

   a. Selection (selection). Selection is the act of paying attention to certain stimuli in the environment.

   b. Organization (Organization). After selecting information from the environment, we then organize it by assembling it so that it becomes meaningful.

   c. Interpretation (Interpretation). Interpretation is the subjective process of explaining perceptions in a way that we understand about purchase decision.

2. Purchase Buying

   a. Product Choice

   Product Choice is an activity carried out by every consumer who wants to buy/purchase a product. This product choice considers whether someone will spend their money or not to purchase a product.

   b. Brand Choice

   Brand Choice is a decision made by consumers when choosing which brand is needed or attracts attention. The company must improve its brand image so that it becomes the main choice of consumers.

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3.6. Research Instrument

The scale used in this study is the Likert scale with a scale of 1-5. Respondents can choose one of the scales that are considered most representative of the perceptions they feel after purchasing at the Yuro Sport Store. The Likert scale has 5 levels of preference as follows:

Table 1. Research Instruments

No	Notation	Descriptive	Value
1	SA	Strongly Agree	5
2	A	Agree	4
3	N	Neutral	3
4	D	Disagree	2
5	SD	Strongly Disagree	1

3.7. Data Analysis Techniques
3.7.1. Descriptive Analysis

Descriptive analysis is a data analysis technique that describes the data collected without intending to make conclusions. Descriptive analysis in this study was carried out by calculating the Respondent's Level of Achievement value. The following formula calculates the level of achievement of respondents:

$$LAR = \frac{Rs}{N} \, x \, 100\%$$

Description:

LAR   : Level of Achievement Respondent

Rs   : Average score of respondents' answers

N   : Maximum answer score

And the following are the criteria for the level of achievement respondents according to Shofa, et al. (2021).

Table 2. Criteria of Achievement Respondent Level

No.	Criteria	LAR Index (%)
1	Excellent	90-100
2	Good	80-89
3	Sufficient	70-79
4	Poor	55-69
5	Very Poor	1-54

3.7.2. Normality Test with Kolmogorov-Smirnov

Kolmogorov Smirnov (KS) test is a statistical test tool used to determine whether a sample comes from a population that has a certain data distribution or follows a certain statistical distribution. The statistical distribution that is often tested using the KS test is the Normal Distribution (whether something is normally distributed). Decision-Making Basis:

a. If the significance value is > 0.05, then the residual value is normally distributed
b. If the significance value is < 0.05, then the residual value is not normally distributed

3.7.3. Reliability Test

A reliability test is a test used to measure how reliable or consistent a questionnaire is, which is an indicator of the variables studied. Questionnaires can be said to be reliable if the answers from respondents remain consistent/stable when tested at different times. According to Livingston (2018), reliability tests must always be consistent when used to:

a. Tested at different times
b. Asking questions/statements regarding the same knowledge
c. Done by different respondents

3.7.4 Pearson Correlation Test

Pearson Correlation Test is a tool used to measure or find the relationship/correlation between two variables, namely the independent variable and the dependent variable. Decision-Making Basis:

a. If the significance value is < 0.05, then it is correlated
b. If the significance value is > 0.05, then there is no correlation

4. RESULT AND DISCUSSION

4.1. Descriptive Analysis

Table 3. Questionnaire of Consumer Perceptions of Purchase Decisions

Statement	Frequency					Avg.	Desc.
	SD	D	N	A	SA		
Sight Indicator							
After seeing the visual (photo) from the Yuro Sport Store product at Shopee, I became interested to make a purchase				28	45	92,3%	E
After seeing the visual (video) from the Yuro Sport Store product at Shopee, I became interested to make a purchase			1	40	32	92,6%	E
After seeing the shop design from the Yuro Sport Store on Shopee, I became interested to make a purchase			2	41	30	87,7%	G
Sound Indicator							
After hearing the audio from the Yuro Sport Store product at Shopee, I became interested to make a purchase			12	42	19	82%	G
Organization Indicator							
After seeing the Yuro Sport Store, I feel that the Hyget material on product from the Yuro Sport Store quite convenient for children to use.			4	37	32	87,7%	G
After seeing reviews on Yuro Sport store, I feel that The Yuro Sport store is a trusted shop			1	35	37	89,9%	G
After seeing reviews on Yuro Sport store, I feel that service from Yuro Sport Store good enough that I don't mind repurchasing in this shop when I need the product			4	30	39	89,6%	G
Interpretation Indicator Products from Yuro Sport Store pretty good quality		1	4	35	33	87,4%	G
If your family/friends need Football Outfit Children's ball, you will recommend the Yuro Sport Store			11	42	20	82,5%	G

Statement			Frequency			Avg.	Desc.
	SD	D	N	A	SA		
Product Choice Indicator							
Various products make I'm sure to do purchases at the Yuro Sport Store			4	35	34	88,2%	G
Brand Choice Indicator							
The Yuro Sport brand is my preferred brand in buy kids' football clothes			17	36	20	80,8%	G
Purchase Amount Indicator							
I bought more than 1 products in one transaction at Yuro Sport Store		3	11	40	19	80,5%	G
Purchase Timing Indicator							
I often make a purchases at the Yuro Sport Store (more than 1x in a month)		6	38	22	7	68,2%	P
Payment Method Indicator							
Payment method Cash on Delivery makes me shop at Yuro Sport Store			3	25	45	91,5%	E
Total	0%	1%	11%	47,7%	40,3%	100%	

Source: Questionnaire, 2021

The questionnaire results above show that the sensation indicators consisting of sight, scent, touch, sound, and taste that are relevant to this research are only sight and sound indicators. The average sight indicator is 90.9%, which means this indicator is excellent. Then the average sound indicator is 82% which means good. Furthermore, there are organizational indicators, the average of which is 89.1% which is in the good category. The interpretation indicator has an average of 85% which is in the good category. Then the average product choice indicator is 88.2% which is categorized as good. Brand Choice has an average of 80.8% in the good category.

The purchase amount indicator has an average of 80.5% and the category is good, and the average purchase timing and payment method indicators are 68.2% and 91.5%, respectively. Purchase timing is in the Poor category, while the payment method is in the excellent category.

4.2. Normality Test Kolmogorov-Smirnov

A normality test is a test conducted to determine the value of the distribution of data in a group of data or variables, in this study, the data tested is the result of a questionnaire that has been distributed to 73 respondents. After getting the results of the questionnaire in the form of raw data, the researchers then carried out the Kolmogorov-Smirnov normality test to find out whether the data were normally distributed or not.

Table 4. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		73
Normal Parameters[,b]	Mean	0.0000000
	Std. Deviation	2.01277520
Most Extreme Differences	Absolute	0.084
	Positive	0.084
	Negative	-0.066
Test Statistic		0.084
Asymp. Sig. (2-tailed)		0.200[c,d]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the results of the Kolmogorov-Smirnov normality test, it is known that the significance value of 0.200 is based on the decision-making basis that if the significance value is greater than 0.05, it can be concluded that the residual value is normally distributed.

4.3. Validity Test

Table 5. Validity Test Table

Number of Question	r_{count}	r_{table} 10% (n=30)	Description
1	0,359518	0,296	Valid
2	0,485501	0,296	Valid
3	0,456185	0,296	Valid
4	0,53761	0,296	Valid
5	0,55105	0,296	Valid
6	0,41154	0,296	Valid
7	0,45809	0,296	Valid
8	0,32052	0,296	Valid
9	0,35219	0,296	Valid
10	0,42262	0,296	Valid
11	0,52356	0,296	Valid
12	0,30550	0,296	Valid
13	0,37145	0,296	Valid
14	0,43776	0,296	Valid

Source: Data Processed, 2021

The results of the validity test on the question items regarding the source of information (table 3) have a value of r count > r table so that the question items are considered valid.

4.4. Reliability Test

Table 6. Reliability Statistics

Cronbach's Alpha	N of Items
0.666	14

Table 6 shows that the value of Cronbach's alpha has a value of 0.666. According to Hulin, Cudeck, and Netemeyer (2001) when calculating the reliability test, the acceptable reliability value is 0.6-0.7 while 0.8 or greater is in the category of very good reliability. But if the reliability value is above 0.95, it is not necessarily good because it may indicate redundancy. So, from the data above, it can be concluded that 0.666 > 0.6 means the data above is reliable.

4.5. Pearson Correlation Test

Table 7. Pearson Correlation Test

		Consumer Perception	Purchase Decision
Consumer Perception	Pearson Correlation	1	.298[*]
	Sig. (2-tailed)		.010
	N	73	73
Purchase Decision	Pearson Correlation	0.298[*]	1
	Sig. (2-tailed)	0.010	
	N	73	73

[*]. Correlation is significant at the 0.05 level (2-tailed).

The Pearson correlation test is helpful for determining the relationship/correlation between 2 variables, namely the dependent and independent variables. In this study, the independent variable is consumer perception, and the dependent variable is purchasing decisions. With n (number of samples) of 73 samples, it is known that the significance value of the two variables is 0.010. The basis for decision making is if the significance value is below 0.05 then the two variables tested have a relationship or correlation.

Furthermore, to see the degree of relationship between consumer perceptions and purchasing decisions, based on the Pearson correlation value of 0.298, it states that there is a positive form of correlation and includes the degree of a weakly correlated relationship.

4.6. Proposed development strategy

In the questionnaire that has been distributed to 73 respondents who are customers of the Yuro Sport Store, the researcher also asks about suggestions that can be given to the Yuro Sport Store so that it can become the store of choice for consumers. From the respondents' answers, the researcher proposes a development strategy as follows:

4.6.1. Designing attractive product photos on the main display

Designing attractive product photos on the main display is one of the things that attracts consumers the most when shopping online. If consumers are interested in product photos that have been designed in such a way, consumers will look at the information in more detail such as product prices, product sizes, and others. The steps that can be taken to design dancing product photos are:

a. See product photos from competitors who have had the most sales / attracted the most attention

b. Taking product photos from several angles so that consumers can better know the actual shape of the product

c. Provide important information about the product as details

d. The expected result of this strategy is an increase in traffic visits from consumers because they are attracted by the new design that attracts attention

e. The expected benefit of this strategy is increased sales because buyers feel more confident with good and attractive product photo displays.

4.6.2. Added a new product line

In descriptive analysis through questionnaires, it was found that there was only one indicator in the poor category, namely the purchase timing indicator in which consumers only made one purchase on average and rarely made repeated purchases. This may be due to products from the Yuro Sport shop which only sells children's soccer clothes. The Yuro Sport shop considers that the sale of children's soccer clothes is enough to meet the needs of its customers.

However, on the advice given by the respondents, several respondents stated that they should add new product lines that are still relevant to football apparel products such as jackets, soccer socks, soccer shoes, and others. If the business wants to increase the number of purchases at the Yuro Sport store, it can be done by adding new product lines according to the needs/interests of consumers. The stages that the Yuro Sport store can carry out are:

a. Looking for a football jacket manufacturer or new product line to sell

b. Conduct a market survey to find out the selling price in the market

c. Make sales at Shopee with the Pre-Order system (to see consumer responses) within 1-3 months

d. If the consumer response is good enough and can be continued, then you can do your production

e. The expected result of this proposed strategy is to meet consumer needs related to football clothing products or accessories

f. The expected benefit of this proposed strategy is the fulfillment of consumer needs which causes sales at the Yuro Sport store to increase.

5. CONCLUSION

The Yuro Sport store is one of the children's soccer clothing manufacturers that has started selling online, especially at Shopee since 2020. The owner of the Yuro Sport store said that the income received in 2020 was greater than in 2021. However, the owner of the Yuro Sport Store realized that the decline in sales was a result of the decline in sales. It's normal for a business to happen. However, to increase the attractiveness of the shop, the owner wants to know whether consumer perception influences purchasing decisions at the Yuro Sport Store.

And based on the results of the Pearson correlation test, it states that there is a positive correlation between consumer perceptions and purchasing decisions. In addition, the Pearson correlation test also states that the relationship between consumer perceptions and purchasing decisions is quite weak.

The researcher also proposes a development strategy as designing attractive product photos on the main display and adding a product line which is the suggestions given by the respondents who are customers of the Yuro Sport Store. By implementing the proposed strategy, it is hoped that the Yuro Sport store can experience an increase in sales again.

The suggestion from the researcher is that the owner of the Yuro Sport Store can be more interactive in dealing with customers/consumers. An interactive relationship between consumers and producers can provide feedback and suggestions to develop the business to be even better. In addition, the owner of the Yuro Sport store can also conduct simple research on what is needed by the target market and also what can be a competitive advantage to become the first choice of consumers.

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