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## Marketing Mix Analysis on Brand Image and its Impact on Running Shoe Purchase Decisions in E-Commerce

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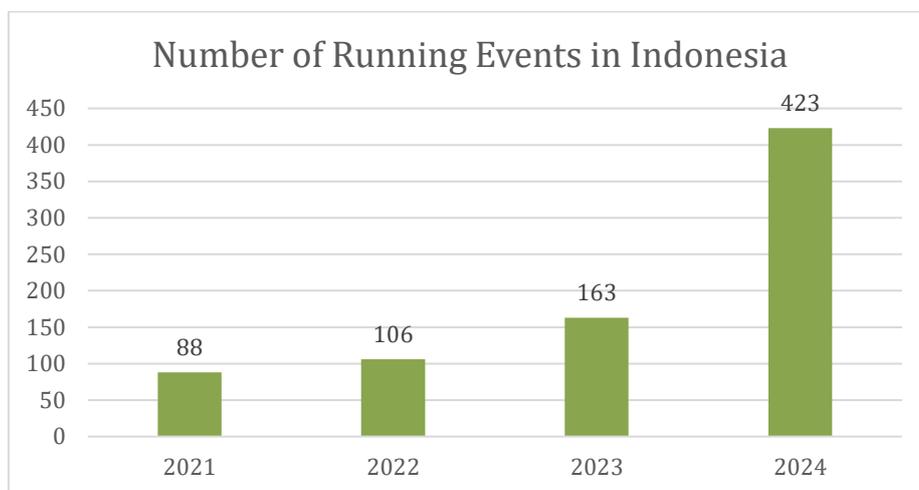
**Abstract:** This study aims to analyze the influence of the Marketing Mix on Brand Image and its impact on Purchasing Decisions for running shoes on e-commerce platforms. The rapid development of digital commerce has changed consumer behavior in selecting and purchasing products, making marketing strategy, brand perception, and online purchasing decisions crucial aspects for business competitiveness. This research adopts a quantitative approach with descriptive and verificative methods to examine the relationships among the variables of Marketing Mix, Brand Image, and Purchasing Decisions. The results indicate that the implementation of the Marketing Mix, covering Product, Price, Place, and Promotion, is in the good category with an average score of 3.66, reflecting effective marketing strategy execution. Brand Image, measured through Reputation, Recognition, Affinity, and Loyalty, is also in the good category with an average score of 3.57, indicating positive consumer perception of the brand. Similarly, Purchasing Decisions, including product selection, e-commerce selection, and repeat purchases, are in the good category with an average score of 3.40. Furthermore, statistical analysis reveals that the Marketing Mix has a positive and significant effect on Brand Image and Purchasing Decisions, while Brand Image also significantly influences Purchasing Decisions. Additionally, the Marketing Mix simultaneously exerts a significant effect on both Brand Image and Purchasing Decisions, demonstrating the strategic role of integrated marketing strategies in enhancing consumer behavior in the e-commerce context.

**Keyword:** Quantitative, Purchasing Decisions, Brand Image, Mix Marketing.

## INTRODUCTION

In recent years, Indonesians have seen a significant increase in awareness of the importance of a healthy lifestyle, particularly in terms of sports activities. The COVID-19 pandemic has also served as a catalyst for reflection on the importance of physical health, encouraging people to become more active in sports. Various popular sports have regained popularity, from games like soccer, futsal, and badminton to individual sports like cycling, yoga, fitness, and especially running.

Running has become a new lifestyle phenomenon for Indonesians. According to data from [kalenderlari.com](http://kalenderlari.com), the number of official running events in Indonesia increased from 88 in 2021 to more than 423 in 2024, reflecting the public's enthusiasm for this sport. Running offers the advantage of being a flexible activity, able to be done anytime, anywhere, individually or in groups, making it a popular choice for people of all ages and backgrounds.



**Figure 1. Number of Running Events in Indonesia**

*Source: kalenderlari.com*

The data above indicates the high level of enthusiasm and passion among Indonesians for running. Running is a sport that is widely popular among Indonesians.

Running requires the right equipment to ensure comfort and safety, from basic to additional equipment. Basic equipment includes running shoes and clothing. Running shoes designed to suit the characteristics of the foot and running style serve to cushion impact, reduce excessive pressure on joints, and minimize the risk of injury. In addition to shoes, clothing made from lightweight, sweat-wicking materials helps maintain a stable body temperature, allowing runners to maintain performance without experiencing discomfort from excessive heat or humidity. Using appropriate equipment allows runners to complete training sessions more efficiently, consistently, and sustainably.

In addition to basic equipment, additional equipment also plays a crucial role in improving the quality of training and runner safety. Devices such as sports watches or trackers help monitor heart rate, pace, distance, and intensity of training, allowing runners to adjust their training load more measurably. Meanwhile, equipment such as water bottles, storage belts, and even lights or reflective vests are needed to maintain hydration, carry equipment, and increase visibility when running in low-light conditions. With the support of adequate equipment, runners can achieve their training goals more safely, effectively, and responsibly towards their health.

As the running community grows and interest in this activity grows, the demand for running equipment has also increased dramatically. Of the various pieces of equipment

mentioned above, running shoes are the most sought-after among runners. Beyond just protecting the feet, running shoes have now become a symbol of functionality, comfort, and even a lifestyle identity for both professional and novice runners.

Amidst this market opportunity, Indonesia holds enormous potential. As one of the world's largest footwear producers, Indonesia ranks fourth among global footwear exporters after China, Vietnam, and India (World Footwear Report, 2023). The domestic footwear industry has experienced 8.5% annual growth since 2020, according to data from the Indonesian Footwear Association (Aprisindo). This strengthens the running shoe market's potential not only for export but also for the increasingly brand-conscious domestic market.

There are various variations of running shoes, including daily run shoes, recovery run shoes, easy run shoes, long run shoes, fast run shoes, stability run shoes, and race run shoes. These shoes have their own specifications and unique features tailored to the functions and uses of runners. This has contributed to the rapid growth of the running shoe market both internationally and domestically.

Domestically, local companies and brands such as Ortuseight, and Mills compete with each other in product innovation to market their running shoes. Product marketing methods vary widely, employing the marketing mix concept. Brands compete to win customers' hearts and become top-of-mind brands, thereby increasing sales of running shoes.

As one of the world's largest footwear producers, Indonesia has significant potential for developing running shoe products, both for the domestic and export markets. Several local brands are beginning to demonstrate their ability to compete with global brands like Nike, Adidas, and Asics. Furthermore, many global brands also manufacture their shoes in Indonesia, particularly in West and East Java, which have large footwear industrial areas.

Despite Indonesia's superior production capacity and competitive labor costs, local manufacturers still face significant challenges in product innovation, brand positioning, and market penetration. Competition from established international brands in technology, design, and marketing is a major obstacle to winning over consumers, particularly in the premium and professional segments.

Furthermore, shifts in consumer behavior, which are increasingly digital and brand-conscious, require running shoe manufacturers to adapt their marketing mix strategies, collaborate with sports communities, and innovate products that focus on performance and comfort.

On the other hand, opportunities remain wide open. The increasing interest in running post-pandemic, the growth of running communities, and healthy living campaigns by the government and the private sector provide positive momentum for local manufacturers to strengthen their position. The use of technology in shoe design, such as the use of lightweight and breathable materials, responsive cushioning, and ergonomic design, is essential to meet the expectations of modern runners.

Sales performance of local Indonesian running shoe brands on e-commerce platforms like Shopee has shown a positive trend and has continued to increase in recent years. Shopee is known for its extensive market penetration, reaching previously hard-to-reach areas, supported by its easy-to-use app, various payment methods, and effective live streaming features for interactive product promotion. Local brands on Shopee are capitalizing on this opportunity by actively running promotions, offering competitive prices, and collaborating with influencers and running communities to strengthen brand awareness. Despite facing challenges such as intense competition and the need to enhance brand image, the sales performance of local running shoe brands on both platforms shows promising development, with increasing number of transactions and positive reviews from consumers as key indicators of their success in the digital market.

A purchasing decision is a series of processes consumers go through in making a choice regarding a product, in this case, running shoes, from need recognition to the use and post-purchase evaluation stages. This decision-making process is influenced by various internal factors, such as motivation to exercise, perceptions of product comfort and quality, and consumer attitudes toward the brand, as well as external factors stemming from the social environment and the company's marketing strategy. Kotler and Keller (2020) state that purchasing decisions consist of five main stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. In the context of running shoes, need recognition can arise from a consumer's desire to improve athletic performance or prevent injury, which then prompts consumers to seek information about various brands, models, and product specifications available on the market.

In the alternative evaluation stage, consumers will compare various running shoe brands based on attributes they consider important, such as design, comfort, sole technology, durability, price, and product availability. These attributes are part of the marketing mix that directly influence consumer perceptions of a brand. The right marketing mix strategy, encompassing product, price, place, and promotion, can create a positive brand image in the minds of consumers. A strong and positive brand image will increase consumer trust in a particular running shoe brand, thereby influencing consumer preferences and purchase intentions in the decision-making process.

Furthermore, the decision to purchase running shoes is not only directly influenced by marketing mix elements but also indirectly through brand image as an intervening variable. Brand image serves as a representation of the overall perceptions, beliefs, and associations consumers have toward a brand based on their experiences and the information they receive. After a purchase, consumers will evaluate the performance of the running shoes they have used, which will determine their level of satisfaction or dissatisfaction. This level of satisfaction can strengthen or weaken the brand image and influence future repurchase decisions. Therefore, understanding the relationship between the marketing mix, brand image, and purchasing decisions is crucial for running shoe companies in formulating effective and sustainable marketing strategies.

### **Literature Review**

Management is a basic scientific discipline that plays a central role in directing, managing, and controlling all organizational activities to achieve goals efficiently and effectively. The concept of management has evolved from classical to modern theories, in line with the increasing complexity of the business environment and social dynamics. In academic contexts, management is often referred to as a grand theory due to its broad scope and universal application in various fields, including business, government, education, and other social sectors.

Etymologically, the term "management" comes from the Italian word "maneggiare," meaning to organize or control. Over time, management has become understood not only as an administrative activity but also as an art and science involving the processes of planning, organizing, directing, and controlling organizational resources, including human, financial, and physical, to achieve specific goals (Griffin, 2016). Robbins and Coulter (2017) emphasize that organizational success is largely determined by how systematic and adaptive management is to environmental changes.

One of the key figures in the history of management theory is Henry Fayol (1949), known for his classical management approach. He identified five main functions of management: planning, organizing, commanding, coordinating, and controlling. These five functions form the basis of modern managerial practice and have been adapted by many organizations in structuring and operating their systems. Fayol also formulated 14 management

principles, such as division of labor, authority and responsibility, and unity of direction and command, which remain relevant today as operational guidelines.

However, the classical approach is not entirely adequate to address the challenges of contemporary organizations. Therefore, management theory has evolved into a more complex approach through the systems and contingency approaches. The systems approach views organizations as open entities interacting with the external environment. In this view, organizations consist of various interacting subsystems that must be managed holistically to achieve harmony and effectiveness (Daft, 2010). Meanwhile, the contingency approach emphasizes that no single management model fits all situations. The success of a managerial approach depends on the context, environment, and internal dynamics of the organization (Fiedler, 1964).

Modern management also places leadership as a key factor. Northouse (2018) states that transformational leadership, which emphasizes inspiration, motivation, and human resource development, is an increasingly necessary approach in the VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) era. Consequently, human resource management has become a crucial and inseparable dimension of management practice, particularly in building a productive and innovative work culture (Armstrong, 2014).

Simon (1976) explains that the management process is essentially a continuous decision-making process. Managers are faced with various alternatives and must be able to choose the most rational and impactful decision. Therefore, analytical skills, managerial intuition, and data utilization are essential elements of modern management practice.

According to Kotler and Keller (2016), brand image is formed from consumer perceptions and experiences of a brand, formed through direct and indirect interactions with marketing elements. In practice, brand image reflects brand identity, such as reliability, quality, and emotional value perceived by consumers. A recent study by Dahiya & Gayatri (2021) in the *Journal of Marketing Management* showed that all elements of the marketing mix significantly influence brand perception, with product and promotion being the primary determinants.

Promotion is an aspect that serves to strengthen brand communication. Through social media campaigns, digital advertising, collaborations with local athletes, and sponsorship of sporting events, local brands can build emotional connections with consumers. This is similar to the emotional branding approach highlighted by Ghorbani et al. (2022), where emotional engagement through promotions significantly increases loyalty and brand trust.

According to Grebowiec & Pietrzak (2023), in their study of consumer behavior in the e-commerce industry, a strong brand image can create differentiation and increase consumer trust, especially in product categories involving symbolic value such as athletic shoes. They stated that in the digital marketplace, brand perception often influences purchasing decisions more than price or product features alone.

Brand image is formed from various elements, from product quality and design to marketing communications and customer interactions. In an e-commerce study, Jamal (2023) emphasized that brand image is a key bridge in building emotional connections with consumers. When consumers feel emotionally connected to a brand, they are more likely to make repeat purchases and leave positive reviews on digital platforms.

Products are a core element of the marketing mix. Good quality, innovative, and market-focused products will create positive brand associations in consumers' minds, such as "comfortable," "innovative," or "tough." According to Hassan et al. (2022) in the journal *Sustainability*, product quality dimensions contribute significantly to brand image formation and can significantly influence brand trust in the e-commerce platform Shopee, particularly for fashion and footwear products.

Price also plays a crucial role in shaping perceived value. Local brands like employ a competitive pricing strategy, positioning themselves as high-quality local products that are more

affordable than global brands. A study by Yasa et al. (2021) shows that a pricing strategy that reflects a balance between quality and affordability can strengthen a brand's image as "economical but quality," which fosters trust and loyalty among digital customers.

Distribution, or place, in e-commerce plays a strategic role in creating a positive consumer experience. Product availability on popular platforms like Shopee, coupled with fast service and efficient logistics, strengthens the brand's image as modern and easily accessible.

Wicaksono et al. (2023) state that convenient access on e-commerce significantly influences perceptions of a brand's professionalism and credibility.

Promotion, especially in the digital realm, is a determining factor in successful branding in the digital era. For example, actively utilizes social media, local athlete endorsements, and community-based campaigns for runners to create a down-to-earth and authentic brand narrative. According to Putra & Dewi (2023), consistent and targeted digital promotion has a strong influence on brand recall and brand association, two crucial components in building a brand image.

The brand image formed from these four marketing mix elements collectively increases trust, influences purchase intention, and increases conversion rates in e-commerce. Li et al. (2022) in the *Journal of Retailing and Consumer Services* demonstrated that brand image mediates the relationship between marketing mix strategies and online consumer purchasing decisions. In the case of brands like, their brand image as an innovative and trend-following local sports brand makes them more competitive in the digital realm.

Although previous literature has extensively examined the relationship between the marketing mix, brand image, e-commerce, and purchasing decisions, there are several limitations to this research. First, most studies are sector-specific and limited to a single object or brand. Second, few studies simultaneously integrate marketing mix, brand image, and e-commerce variables within a single, integrated conceptual framework. Third, the role of brand image is often studied only as an independent or mediating variable, but few have integrated it into a model that holistically links digital marketing strategy, the marketing mix, and purchasing decisions.

Based on these research gaps, this state-of-the-art research points to the need for a more comprehensive conceptual model that integrates the marketing mix and e-commerce with brand image as a key mechanism influencing purchasing decisions. This approach is expected to provide theoretical and practical contributions to understanding the dynamics of consumer behavior in the digital era, while also enriching the literature on technology-based marketing.

## **METHOD**

This study employed a quantitative method with a descriptive and verification approach. The descriptive method is a method for examining the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present (Sugiyono, 2009:21). The purpose of this descriptive research is to create a systematic, factual, and accurate description, depiction, or picture of the facts, characteristics, and relationships between the phenomena being investigated. The verification method is as follows: "The nature of verification research is essentially to test the validity of a research hypothesis through data collection in the field" (Arikunto, 2010:203).

The data sources used in this study are:

1. Primary data, namely data obtained directly from informants through:
  - a. Interviews with competent parties.
  - b. Observation. Observation is intensive observation of the research object, in this case focused on the brand's social media.

- c. Questionnaires. The data collection technique involved distributing a list of closed-ended questions with pre-designed answer alternatives, which were then distributed to respondents who had purchased the product.

## 2. Secondary Data

Secondary data sources in this study include data sources that indirectly provide information or data that support the primary data, such as e-commerce transaction data and information from other media.

According to (Rakhmat, 2009: 78), a population is all elements of the research object to be studied. A sample is a subset of the population that is expected to describe the characteristics of the population or the subset being studied. The population in this study was people who had purchased local running shoes in Indonesia. These included both men and women, across all productive age groups (17-64 years), totaling approximately 287.6 million people. The sampling technique used in this study was simple random sampling, which is a method of selecting a sample in such a way that all members of the population have an equal opportunity and freedom to be selected. Random sample selection involves defining the population, identifying each member of the population, and selecting individuals (the sample) based on "full probability." This is usually done using a random number table or a computer program (Dr. Sumanto M.A., 2014: 202). This technique was chosen by the author because the respondent data is consistent.

The verification analysis used to test the causal relationship between variables in this study is the Structural Equation Modeling (SEM) method with the Maximum Likelihood (ML) estimation technique. Based on Monte Carlo studies conducted by researchers on various SEM estimation methods, it was concluded that: (1) The minimum sample size required to reduce bias in all types of SEM estimation is 200 (Lochlin, 1998). (2) The sample size for ML estimation must be at least 15 times the number of observed variables (Stevens, 1996). (3) The sample size for ML estimation must be at least 5 times the number of free parameters, including error (Bentler & Chou, 1987). (4) For data with high kurtosis, the minimum sample size must be 10 times the number of free parameters (Hoogland and Boomsma, 1998).

Data collection in this study used a questionnaire technique. A questionnaire is a series of questions sent by post or handed to respondents to be completed. Respondents answer the questions themselves without any assistance from the researcher, and then the answers are returned voluntarily.

In this study, the perception or performance level of the answer choices provided are adjusted to the objective conditions of the questions, for example, very poor - very good. Meanwhile, in the hope or degree of importance section, the answer choices provided range from very unimportant to moderately very important.

## RESULT AND DISCUSSION

Validity is a crucial measure in research, assessing the extent to which a measuring instrument accurately measures what it is intended to measure. Simply put, validity indicates the accuracy, suitability, and usefulness of an instrument in obtaining data relevant to the research objectives. In a research context, validity emphasizes the correspondence between the indicators contained in the instrument and the variables being studied. In other words, a measuring instrument is considered valid if it is able to capture and reveal the characteristics, phenomena, or concepts that are the focus of the research. Validity testing is used as a method to assess whether each question or item in a research instrument, such as a questionnaire, truly reflects the intended construct or variable. According to Ghazali (2009), validity testing functions to determine the validity of a questionnaire, ensuring that the questions contained in the instrument accurately reflect the concept being measured. Therefore, validity serves as the

primary benchmark for ensuring that data obtained from respondents is meaningful and aligns with the research framework and established measurement objectives.

In addition to validity, reliability is also a crucial aspect that cannot be ignored in developing research instruments. Reliability relates to the consistency and reliability of a measuring instrument in producing stable and reliable data over time. As explained by Ghozali (2009), reliability is a measure of the extent to which a questionnaire or research instrument can provide consistent answers to specific indicators that are the focus of the research. If respondents' answers to the same questions tend to be stable across different measurements or at different times, the instrument is categorized as reliable. In other words, reliability indicates an instrument's ability to produce consistent and predictable results, thus ensuring that the measurements taken are credible. Reliability also encompasses the degree of stability, consistency, accuracy, and predictive power of an instrument. Therefore, a measuring instrument with high reliability will produce reliable data for further analysis in the research.

In this research, validity and reliability tests were conducted on the study's focal variables: marketing mix, brand image, and purchasing decisions. Validity tests were conducted to ensure that each question in the questionnaire accurately reflected each construct, ensuring that the data collected was truly relevant to the research objectives. Meanwhile, reliability testing is applied to assess the consistency of respondents' answers to the same questions, ensuring that the instrument produced stable, accurate, and accountable data. Therefore, implementing these two tests' validity and reliability is a crucial step in ensuring the quality of research data before further analysis, ensuring that conclusions drawn from the data are soundly based and scientifically justifiable.

### **Marketing Mix Validity**

The results of the validity test for all statement items in the Marketing Mix variable showed that the item-total correlation coefficient varied for each question. The lowest correlation was found in item 6, a statement regarding respondents' perception that brand running shoes are considered more valuable than other local brands, included in the Price subvariable, with a correlation coefficient of 0.645.

Meanwhile, the highest item-total correlation coefficient was obtained in item 11, a statement regarding the ability of e-commerce store Shopee to manage product stock availability to ensure product availability is always met, included in the Place subvariable, with a correlation coefficient of 0.921.

Overall, all statement items in the Marketing Mix variable had a significance value below 0.05 or a correlation coefficient greater than 0.361. Therefore, it can be concluded that all items in the research instrument meet the validity criteria and are suitable for use in further research.

### **Brand Image Validity**

The validity test results for all items in the Brand Image variable showed that the item-total correlation coefficient varied for each question. The lowest correlation was found in item 5, which stated that the logo of the running shoes is easy to remember, a subvariable within the Recognition subvariable, with a correlation coefficient of 0.717.

Meanwhile, the highest item-total correlation coefficient was found in item 7, which stated that the ability of the e-commerce store Shopee to manage product stock availability to ensure product availability is always met, a subvariable within the Affinity subvariable, with a correlation coefficient of 0.883.

Overall, all items in the Brand Image variable had a significance value below 0.05 or a correlation coefficient greater than 0.361. Therefore, it can be concluded that all items in the research instrument meet the validity criteria and are suitable for use in further research.

### Validity of Purchasing Decisions

The results of the validity test for all statement items in the Purchase Decision variable showed that the item-total correlation coefficient varied for each question. The lowest correlation value was found in item 6, which was the statement about repurchasing brand running shoes on the e-commerce platform Shopee, which is included in the Repurchase subvariable, with a correlation coefficient of 0.772.

Meanwhile, the highest item-total correlation coefficient was obtained in item 2, which was the statement about purchasing brand running shoes, which is included in the Repurchase subvariable, with a correlation coefficient of 0.865.

Overall, all statement items in the Purchase Decision variable had a significance value below 0.05 or a correlation coefficient value greater than 0.361. Therefore, it can be concluded that all items in the research instrument meet the validity criteria and are suitable for use in further research.

### Reliability of Marketing Mix, Brand Image, and Purchasing Decisions

The reliability test aims to measure the reliability of the questionnaire. Table 2 below shows the results of processing data collected from the preliminary research using SPSS 27 software.

**Table 1. Validity Test of Purchase Decision Items**

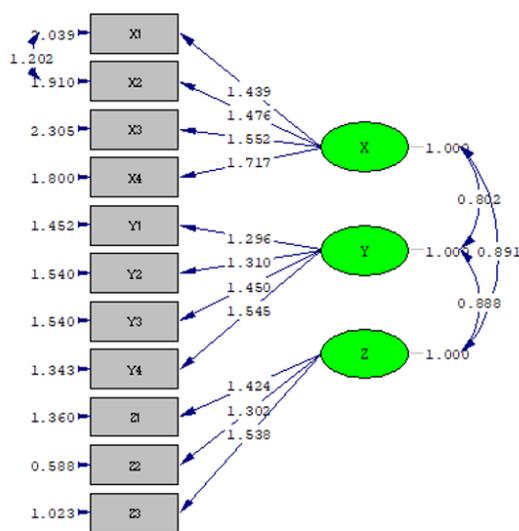
No	Variables	Reliability Coefficient (r)	r critis	Information
1	Mix Marketing	0,949	0,700	Reliable
2	Brand Image	0,945	0,700	Reliable
3	Buying Decision	0,890	0,700	Reliable

*Source: Processed from Questionnaire Data in Preliminary Research, 2026*

Reliability testing was conducted to determine the reliability of the research instrument, specifically the extent to which the questionnaire produced consistent answers when used repeatedly under relatively similar conditions. Table 4.4 presents the results of data processing obtained from the pilot study using SPSS version 27 software.

Based on the reliability test results for all research variables, the Marketing Mix variable had the highest reliability coefficient, at 0.949. This value indicates a high level of consistency in respondents' responses to statements representing the Marketing Mix variable.

Conversely, the Purchasing Decision variable showed the lowest reliability coefficient, at 0.890, which still reflects a good level of consistency in respondents' responses. Overall, all research variables, including Marketing Mix, Brand Image, and Purchasing Decision, had reliability coefficients greater than 0.700. Therefore, it can be concluded that all variables in this study meet reliability criteria, and all statement items are suitable for use in further analysis.



Chi-Square=32.36, df=40, P-value=0.79942, RMSEA=0.000

Figure 2. Final Confirmatory Factor Analysis Model

By adding the error covariance  $X2 \leftrightarrow X1$ , the Chi-square value was reduced from 78.00 to 32.36. Furthermore, the p-value increased to 0.79942, and the Root Mean Square Error Approximation (RMSEA) decreased to <0.08. With these parameters, it can be said that this modified CFA model is fit

Based on the following table, the output data from the Lisrel 8.80 software has been summarized in a table that displays the fit index which is generally used to determine that the Confirmatory Factor Analysis (CFA) model that has been formed is good.

Table 2. Confirmatory Factor Analysis Model Fit Test

Match Index	Provision	Value	Conclusion
Chi-Square	<Chi-Square Table (33,72)	32,36	Accept H0, good model
P-value	>0,05	0,799	Accept H0, good model
RMSEA	<0,08	0.00	Accept H0, good model
GFI	>0,90	0,959	Accept H0, good model
AGFI	>0,90	0,933	Accept H0, good model
NFI	>0,90	0,985	Accept H0, good model
NNFI	>0,90	1,000	Accept H0, good model
CFI	>0,90	1,000	Accept H0, good model

Source: Questionnaire Analysis Results, 2026

Based on the results of the Confirmatory Factor Analysis (CFA) model, the  $\chi^2$  value is 32.36, which when compared with the required critical value  $\chi^2 < \chi^2$  table = 33.72. From the probability value, it can be seen that the value of the P-value is 0.79942, which is above 0.05, so the conclusion from drawing the conclusion is to accept H0 so that it can be stated that the Confirmatory Factor Analysis (CFA) model built is good.

For other fit indices, the Root Mean Square Error of Approximation (RMSEA) value of 0.000 is below the maximum limit of 0.08, indicating a good level of model fit. Furthermore, the Goodness of Fit Index (GFI) value of 0.959 is above the ideal limit of  $\geq 0.90$ , indicating that the model is in the good category. This indicates that the model is generally able to explain the data and that there is a good fit between the model and the empirical data. The Adjusted Goodness of Fit Index (AGFI) value of 0.933 is also above the 0.90 limit, thus falling into the good category, and the model's fit level is considered adequate.

The incremental indices used in this study include the Normed Fit Index (NFI) and the Non-Normed Fit Index (NNFI). The Normed Fit Index (NFI) value of 0.985 meets the criteria

of  $\geq 0.90$ , thus falling into the good fit category. These results indicate that the proposed model has a significantly better fit than the independent model or a model without relationships between variables. Furthermore, the NNFI value of 1.000, which also exceeds the minimum threshold of 0.90, indicates excellent model fit. This high NNFI value indicates that the model fits the research data well after accounting for model complexity, thus the model structure can be considered stable and efficient in representing the relationships between latent constructs.

Furthermore, the CFI value of 1.000, which exceeds the minimum criterion of  $\geq 0.90$ , indicates that the proposed model has an excellent fit. This high CFI value indicates that the model optimally represents the research data and is significantly better than the independent model.

The evaluation results of the Confirmatory Factor Analysis (CFA) model indicate that the model analyzed using Structural Equation Modeling (SEM) meets the goodness of fit criteria and exhibits no signs of multicollinearity or singularity. Thus, the model is worthy to be maintained and used in further analysis to test the influence of Mix Marketing on Brand Image and its impact on purchasing decisions for brand running shoes on Shopee e-commerce.

The analysis results show that the path coefficient between the latent variables of Marketing Mix and Brand Image on the latent variable of Purchase Decision is positive. This finding indicates that Marketing Mix and Brand Image have a unidirectional influence on Purchase Decision, where an increase in the effectiveness of Marketing Mix and Brand Image will be followed by an increase in consumer Purchase Decision. Quantitatively, every increase in Marketing Mix and Brand Image by 1 unit will contribute to an increase in Purchase Decision by 0.500 and 0.488 units.

**Table 3. Regression Coefficients/SEM Model Paths**

Endogenous Latent Variables	to	Exogenous Latent Variables	Parameter Estimation	Standardized Parameter Estimates	Standard Deviation	T	Conclusion
Y	←	X	0,802	0,802	0,151	7,601	Significant
Z	←	X	0,500	0,500	0,200	3,793	Significant
Z	←	Y	0,488	0,488	0,131	3,612	Significant

*Source: Data Processing Results, 2026*

Based on table 4.28 above, it can be seen that Mix Marketing (X) has a significant effect on Brand Image (Y) as indicated by the t-value = 8.216 which is greater than the t-table value = 1.96. Likewise, Mix Marketing (X) has a significant effect on Purchasing Decisions (Z) and Brand Image (Y) has a significant effect on Purchasing Decisions (Z).

## CONCLUSION

Based on the analysis and discussion of the influence of the Marketing Mix on Brand Image and its impact on purchasing decisions for running shoes on e-commerce platforms, the following conclusions can be drawn:

1. The Marketing Mix, encompassing the dimensions of Product, Price, Place, and Promotion for running shoes on e-commerce platforms, is in the good category, with an actual average score of 3.66 out of a maximum score of 5, indicating that the marketing strategy has been implemented effectively.
2. Brand Image, encompassing the dimensions of Reputation, Recognition, Affinity, and Loyalty, is in the good category, with an actual average score of 3.57 out of a maximum score of 5, reflecting a positive brand perception and image in the minds of consumers.
3. Purchasing Decisions, encompassing product selection, e-commerce selection, and repeat purchases, are in the good category, with an actual average score of 3.40 out of a maximum score of 5, indicating consumer purchasing tendencies.

4. The Marketing Mix has a positive and significant effect on Brand Image, as evidenced by the calculated t-value of 7.601, which is greater than the t-table, and a p-value <0.05.
5. The Marketing Mix has a positive and significant effect on Purchasing Decisions, as evidenced by the calculated t-value of 3.793, which is greater than the t-table 1,96, and a p-value <0.05.
6. Brand Image has a positive and significant effect on Purchasing Decisions, as evidenced by the calculated t-value of 3.612, which is greater than the t-table 1,96, and a p-value <0.05.
7. The Marketing Mix simultaneously has a significant effect on Brand Image and a significant impact on Purchasing Decisions for running shoes on e-commerce, as evidenced by the calculated F-value of 497.616, which is greater than the F-table of 3.06.

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