

ABSTRACT

Sneakers no longer function as footwear, but have evolved to become part of the lifestyle, social identity, and social status symbol that all people are beginning to use. The phenomenon of increasing the popularity of sneakers in Indonesia, has made the shift in consumption orientation where it started from function has now become an important factor in appearance. In this study, service quality and brand image are important elements for sneaker purchase decisions, which will be mediated by consumer satisfaction.

This study aims to analyze the influence of service quality and brand image on purchase decisions through satisfaction as an intervening variable. The approach of this study uses the EDP (Expectancy Disconfirmation Paradigm) approach which explains that consumer satisfaction is formed when actual performance meets or exceeds consumer expectations. The analysis technique uses SEM-PLS by collecting data through questionnaires.

The results of the study show that service quality and brand image have a positive and significant effect on purchase decisions. In addition, the quality of service and brand image also directly and significantly affect consumer satisfaction. However, the influence of consumer satisfaction on purchasing decisions is insignificant, and is not able to mediate the influence of service quality and brand image.

The implications in this study show that in the context of sneaker purchases, purchase decisions are based more on the initial perception of service quality and brand image, rather than on the satisfaction felt after purchase.

Keywords: sneakers, service quality, brand image, customer satisfaction, purchase satisfaction, Expectancy Disconfirmation Paradigm