

CUSTOMER SATISFACTION BUY SHOES ON FIVE FEET SHOES TRADERS IN MEDAN

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ABSTRACT

The purpose of research is to be carried out is to find out and analyze whether the variables that have effect on the consumer's decision to buy shoes in a shoe merchant street in Medan and they feel satisfied after buying shoes at the venue. The results obtained that good for the first and second regression model showed that the independent variables significantly influence the dependent variable. For the test of determination of the regression model is first obtained by 0.457 or 45.7% of consumer decisions to buy shoes in a shoe merchant street in Medan can described by brand, product quality and consumer perception. While determination test on a second regression model was obtained for 0,470 or 47% of customer satisfaction can be explained by the brand, product quality, consumer perceptions and decisions of consumers buy shoes in a shoe merchant street in Medan.

Keywords: brand, product quality, consumer perceptions, purchasing decisions, consumer satisfaction

1. INTRODUCTION

Needs of human life is increasing the type, quality and quantity as well as shape. Human needs are unlimited, while the means of satisfying human needs in the form of goods or services is very limited. In meeting their needs, humans need to try and be smart in taking any decision in order to exceed their needs.

Consumer demand for clothing, food and shelter are the primary needs that are required to be fulfilled. But this time needs such as clothing (shirts, pants, skirts, shoes and others) that we wear everyday is not just a material used to cover and protect our bodies, but rather as a form of self-expression. As well as clothing, shoe also has an important role in describing or strengthens the identity of an individual. And usually brand footwear is also a factor that determines a consumer's decision, due to the particular brand as a form of quality of a product so as to provide a good perception of the product. From it all will give satisfaction to the consumer after the action decision.

At first it may be seen as just shoes footwear that serves to protect our feet, but as the development of the times, the function of this rigid board was developed to complement one's appearance. A pair shoe right, not only can provide a sense of comfort, but also can beautify the legs and

mood plant for the wearer. Sure there are some things to watch for a person to get the right products according to the needs and abilities.

And usually brand footwear is also a factor that determines a consumer's decision, due to the particular brand as a form of quality of a product so as to provide a good perception of the product. From it all will give satisfaction to the consumer after the action decision.

The need shoes easy to get, because it not only in stores but the emergence of street vendors hawking shoes ranging from evening to evening, in the doorway of the closed or on pavements that should be used by the users of the road. By offering different prices was according to the brand, shape and size. Also get the quality in accordance with the price incurred by consumers. Shoes are branded with the price of five feet and able to provide satisfaction after buying it.

Although there are also people who have very little against trafficker's five toe shoes, for doubting the quality of their merchandise footwear products. In addition to the perception that the shoe is on offer at merchant five toe shoes is the shoes that are not qualified and are considered only for those who cannot afford.

In general, consumers who make purchases of shoes in a place like this is men. Especially after they have information and knowledge about the

products they want to buy shoes, ranging from the brand, price comparisons, quality and durability of the shoes. There also are coming to the place after was told by another and sometimes even invite friends or family to join the search, select and buy shoes in a shoe merchant sidewalk.

The brands available in general are brands that are well known coming from overseas. Starting from Adidas, Nike, Rebook, Airwalk and others is made in America, Germany, Japan or other developed countries. Because in general, choose the brand because the brand already know about the quality and price categories are offered. Most of the quality offered is not a quality the number one; because of course it is expensive. So the main goal of this five foot shoe merchant is to help our customers may enjoy branded shoes and an affordable price.

Convenience is a factor that affects a person to choose where they will make a purchase. As you may know hawkers identical to an uncomfortable place, too open and impress ordinary. Or in other words do not give the impression that much of the prestige. While the fact that consumers are buying shoes in that place not by gender, age, occupation and income. Because of all social classes is also a buyer at a proficiency level. Everyone has their own reasons for doing the act of consumption wherever they want.

Based on the background in the described then be interesting to see further how a brand, product quality and consumer perception would influence it decides to buy shoes in a shoe merchant street while pedagang stores also sell as they need. Consumer satisfaction obtained after making a purchase so that a time will make repeat purchases even recommend it to others.

Problems developed in this study: Are Brand, Product Quality and Consumer Perceptions influence the consumer decision to buy shoes in a shoe merchant street in the city of Medan, and whether after a consumer makes a purchase to get the satisfaction of shoes purchased at a shoe merchant foot in Medan.

2. LITERATURE

Brand

Brand is to influence consumers in their decision to buy a product both goods and services. With only a particular brand that consumers can get the satisfaction especially as the brand they want.

According Kartajaya (2004), the brand is an indicator of the value offered to customers and or assets that create value for customers by strengthening their loyalty. Brand marketers are already well established and have a large market share must maintain in order to brand them remain in the set is raised in the minds of the most promising market segments.

Brand according to Keller (2008) is more than just a product, because it has a dimension that becomes differentiation with other similar products. Differentiation must be rational and the visible with the performance of a brand or a product of a more symbolic, emotional and invisible representing a brand.

According to Keller in Tjiptono (2005), useful for the brand manufacturers as:

1. Means of identification to facilitate the process of handling or tracking products for the company, especially in the organization of preparation and accounting records
2. Against forms of protection features or aspects of the unique product
3. Signal level of quality for satisfied customers, so that they can easily choose and buy it again at a later time
4. Means of creating associations and meanings uniquely differentiate the product from the competitor
5. Source of competitive advantage, mainly through legal protection, customer loyalty, and unique image formed in the minds of consumers
6. Sources of financial returns, especially regarding future revenues

According Durianto (2004) more than just a brand quality assurance because it there six terms, namely:

1. Product attributes, such as quality, prestige, resale value, design and others
2. Benefits, although the brand brings a number of attributes, but the benefit of consumers actually buy these products
3. Value, brand value also said something- about manufacturer
4. Culture, the brand also reflects the particular culture
5. Personality, often the product of particular use famous personalities to boost or sustain brand products
6. Users, brand indicates the type of users who buy or use the product.

Product quality

Adam & Ebert (Susanti, 2003) said that: *"quality is the customer's perception"*. This means that customers judge the good and bad qualities of a product that is based on perception. A product is said to be qualified if it meets the needs and desires of the buyer. Quality is determined by the customer and their experience with products and services.

Consumers often judge the quality of products or services on the basis of a wide range of signaling information they receive. There is a difference of quality perceived or actual among existing brands. A brand that is known the price can be put to better use as a quality indicator.

According Gravin in Durianto (2004) concept of the product, the manufacturer must think in marketing products through the stages dimensions:

1. Performance; compliance of the product with the main function of the product itself or the operating characteristics of a product. Performance here refers to the character of core products that include branding, the attributes that can be measured, and aspects of individual performance. The most basic dimensions and is associated with the main function of a product. Consumers will be disappointed if their expectations are not met dimension.
2. Reliability; customers' confidence in the product because of the reability or because of the low likelihood of damage. This dimension relates to the emergence of the possibility of a product under conditions not work in one period. The reliability of our products signifies the quality level grim for most consumers in selecting products. This is related to the probability of an item successfully perform their functions whenever used within a certain time period.
3. Features; is a hallmark of products that can differentiate from other products that are characteristic of complementary and capable to generate good impression for customers. Additional products can take the form of core products that can add value to a product. variety usually was measured by each individual (in this case consumer) which shows the differences products or services quality. Can be regarded as a secondary aspect. Since the development of this feature is almost unlimited in line with technological developments, the feature becomes the target of the manufacturers to innovate in order to satisfy customers.

4. Durability; endurance level or how long product can be used. The size of a product includes economically and technically. Economically, resilience is defined as a product ages economical usability judging from the number obtained before the occurrence of the damage and the decision to turn the product. Technically the durability of a product is defined as a number of usability obtained someone before declining quality. The fourth product quality dimensions which shows a measurement of the product cycle, both technically and time. Called a durable product that persist after repeated use or has been used for a long time
5. Consistency; This dimension shows how much a product can match certain standards or specifications
6. Design; beauty regarding style, taste and appeal of the product. Design of a product seen from how a consumer product to be heard, how the outer appearance of a product like shape, taste and smell. Design is the most subjective of dimensional measurement. Dimensions are unique and offer many emotional aspects in affecting customer satisfaction.

Consumer perception

Individual act and react based on their perception, not based on objective reality, which is a phenomenon of personal perception. Perceptions of everyone to a different object will be influenced by the thought of an environment. So for marketers of consumer perception is far more important than their knowledge of objective reality. Perception (Schiffman and Kanuk; 2007), defined as the process individual undertaken to select, organize, and interpret stimuli into meaningful images and make sense of the world.

Perception is a process arising from their sensations, where the sense of thrill is feeling activity or cause emotional state are encouraging. Understanding of perception is the process of how stimuli-stimuli were selected, organized and interpreted (Setiadi; 2003).

Factors that influence the perception of the perpetrator could be in perception, perceived or targets in the context of a situation where the perception is done (Robbins, 2001).

- a. Perpetrators of perception; factors derived from the offender's perception is the attitude, motivation, interests, experiences and expectations.

- b. Objects of perception; factors derived from the object of perception is nothing new, movement, sound, size, background and closeness.
- c. Situation; factors derived from the time situation, the state of (workplace), and social circumstances.

Consumer Purchase Decision

According to Schiffman and Kanuk (Sumarwan, 2004) defines that a decision as the election of an act of two or more alternative options.

Complex decision-making process often involves multiple decisions. A decision involves the choice between two or more alternative actions (or behaviors). The decision always requires a choice between several different behaviors (Setiadi; 2003). The essence of the consumer's decision making is the process of integrating the knowledge combination to evaluate the behavior of two or more alternatives, and select one of them.

The evaluation criteria was largely attributes or characteristics of the products and services used to evaluate and assess alternative options. The evaluation criteria can vary depending on the product or service being evaluated. Engel, Blackwel and Miniard in Sumarwan (2004) mentions three important attributes that are often used for evaluation ie price, brand and country of origin or the product manufacturer.

- Price; are the attributes of products or services most commonly used by most customers to evaluate the product. For the majority of Indonesian consumers are still low income, then the price is a factor to consider in choosing a product or service. customers are very sensitive to price.
- Brand; an important name for a product or service. Product brands that have long been recognized by consumers have become an image of even a status symbol for the product. So it is not surprising that the brand is often used criteria in evaluating a product
- Country of origin; Indonesian consumers are known as consumers who like the imported products. They consider imported products as a quality product than local products. Country maker is often an indicator of quality of a product.

Consumer Satisfaction

Consumer satisfaction is an overall attitude that indicated consumers for goods or services after they obtain and use. This is an evaluative study post-election caused by the selection of special purchase

and experience using the products or services (Mowen and Minor, 2002).

Consumers who have the ultimate goal optimists tend to require sizeable quest to find the best alternative. Instead consumers with the ultimate goal of satisfying / maintain tend to involve themselves in behavior to a minimum. Satisfaction level of consumer sentiment is obtained after consumers doing or enjoying something where selected alternatives at least provide the same results or exceed consumer expectations.

According to Kotler and Keller (2003), consumer satisfaction as consumers' feelings, either pleasure or disappointment resulting from comparing the appearance of a product associated with consumer expectations for the product. If product performance is expected by consumers not in accordance with the fact that there can be ascertained consumers will feel satisfied and if the product appearance does not match or better than expected the consumer, the satisfaction or pleasure will be felt by consumers.

Based on the above, it can be described in the conceptual framework of this study are as follows:

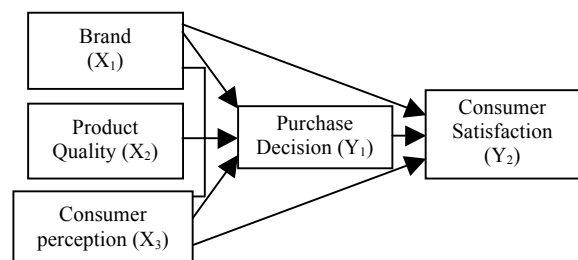


Figure 1 Conceptual Framework

3. RESEARCH METHODS

Type of this research is descriptive quantitative, descriptive and explanatory, based on the position of variables studied and the relationship between the variable with another variable (Sugiyono; 2006). In this study, the population is consumers who make purchases of shoes in a shoe merchant street in Medan. Total sample in this study is 100 respondents.

Regression Analysis models used in this study are as follows:

1. In the first hypothesis by using multiple linear regression analysis, with the following equation:

$$Y_1 = b_0 + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

2. For the second hypothesis multiple linear regression analysis, with the following equation:

$$Y_2 = b_0 + b_1 X_1 + b_2 + b_2 X_3 X_3 + b_4 Y_1 + e$$

Table 1.

Variable Operational Definition Research

variable	Definition	Indicator	Sclae
Brand (X ₁)	An indicator of the value offered to customers and or assets that create value for customers by strengthening their loyalty	a. Means of identification b. forms of protection c. Signal level of quality d. Source of competitive advantage e. Value f. Personality g. User	Likert
Product quality (X ₂)	A product is said to be qualified if it meets the needs and desires of buyers	a. performance b. reliability c. features d. preservation e. Consistency f. design	Likert
Consumer perception (X ₃)	Process by individuals to select, organize, and interpret stimuli into meaningful images and make sense of the world	a. interest b. Experience c. Hope d. objects of perception e. State (work) f. social conditions g. time	Likert
Purchase decision (Y ₁)	a decision as the election of an act of two or more alternative options	a. Needs b. Time c. individual differences d. influence marketing e. Price f. Brand a. Country of origin	Likert
Consumer satisfaction (Y ₂)	feeling the consumer, either pleasure or disappointment resulting from comparing the appearance of a product associated with consumer expectations for the product	a. Loyal b. Communication of mouth that is positive c. learning	Likert

4. RESULTS AND DISCUSSION

First Regression Model

Based on Table 2 can be obtained result of multiple linear regression equation as follows:

$$Y_1 = -8.019 + 0,641X_1 + 0,261X_2 + 0,249X_3$$

From these equations can be seen that the brand (X₁), product quality (X₂) and perceptions of consumers (X₃) positive influence on the rise and fall of the dependent variable, namely the consumer's decision to buy (Y₁) shoes in a shoe merchant street in Medan. From the regression equation coefficients obtained by the data processing, that of each of the independent variables have contributed to the increase or decrease in the dependent variable. In this case the brand and consumers' perception of the shoes sold in a shoe merchant street is not a benchmark, because most shoes are sold in these locations if using a well-known brand but do not have the quality as a brand should be. In general, they buy because the quality is desired according to their purchasing power. Consumers think that to get branded products and really good quality are certainly not there place. Especially many buyers' shoes enthusiasts at places like this are men, although there are women who buy them.

Table 2 Results of Linear Regression Model First

coefficients *										
Model	unstandardized Coefficients		standardized Coefficients	t	Sig.	correlations			collinearity Statistics	
	B	Std. Error	beta			Zero-order	Partial	part	tolerance	VIF
1 (Constant)	-8019	3570		2247	.027					
Brand	.261	.123	.256	2113	.037	.401	.211	.157	.373	2,680
Product quality	.641	.085	.571	7505	.000	.480	.608	.556	.948	1054
Consumer Perception	.249	.112	.274	2,226	.028	.354	.222	.165	.362	2766

a. Dependent Variable: Purchase Decision

Source: Research Findings, 2015 (Data Processed)

Second Regression Model

Based on Table 3 can be obtained result of multiple linear regression equation with formula as follows:

$$Y_2 = 11,231 + 0,312X_1 + 0,153X_2 + 0,237X_3 - 0,299Y_1$$

On the table can be seen that brand (X₁), product quality (X₂), and consumer perceptions (X₃) has possitive effect to the dependent variable is customer satisfaction (Y₂) buying shoes five shoes shop in Medan. Based on the formulation of the equation obtained that the coefficient of multiple regression equation of each independent variable has contributed to the rise and fall of the dependent variable. Thus it can be observed that through the brand will generate a positive perception for consumers, because the brand represents a quality product that appears and formed in the minds of

consumers so that after buying and using it to make consumers satisfied. So far, most people will be satisfied only with the purchase of products on brand awareness, because it considers the well-known brand certainly is a good product and good. But for the consumer decision variable (Y_1) a negative influence on the rise and fall variable bound namely consumer satisfaction (Y_2) buying shoes in toe shoes five traders in Medan. It is intended that sometimes there are people who make a purchase as it went along, so after realizing that it was not as expected and lead to disappointment. The resulting consumer satisfaction is usually caused by many factors, and the satisfaction obtained after consuming a particular product.

Based on Table 4 above obtained F-value amounted to 28.788 with a significance of 0.000. With the value of F_{table} at the 95% confidence level ($\alpha = 0.05$) the obtained value of $F_{table} 0.05 (2; 93) = 3.09$. Thus $F_{count} > F_{table}$, i.e. $28.788 > 3.09$, so that H_0 is rejected and H_1 accepted. Then the brand (X_1), product quality (X_2), and consumer perception (X_3) have a significant influence on the purchasing decision (Y_1). Based on the results of processing the data gained can also be seen that the significant value of the simultaneously test is 0.000, which is smaller than at $\alpha = 0.05$. That is also where *highly significant* showing that the brand, product quality and consumer perceptions simultaneously greatly influence on the purchasing decisions of consumers shoe merchant g five toe shoes. Consumers are dominant males who buy shoes in a shoe merchant hawker wanted to make a purchase because most of them only meets the need of shoes if the shoes for work, sport or to use the streets and relax. They tend to be viewed in terms of appearance, because as most people know that the shoes are sold in the merchant five toe shoes are shoes that follow fashion trends or tend to be counterfeit products. It is very helpful for consumers who have a certain purchasing power against a certain price by a certain brand anyway. So that more consumers to choose the way you want then decide to buy the shoes he wanted.

In Table 5 the simultaneous test results obtained with the value $F_{arithmetic}$ amounted to 22.911 with a significance of 0.000. With the value of F_{table} at the 95% confidence level ($\alpha = 0.05$) the obtained value of $F_{table} 0.05 (3; 91) = 2.70$. Thus $F_{count} > F_{table}$, i.e. $22.911 > 2.70$, so that H_0 is rejected and H_1 accepted, which means that the product (X_1), pricing strategy (X_2), the consumer's perception (X_3) and kep envoy consumer purchases (Y_1) a significant effect on customer satisfaction (Y_2) buy shoes in a shoe merchant street in

Medan. Based on the results obtained can also be seen that the values of significance to the simultaneous test is 0.000, which is smaller than the $\alpha = 0.05$, and this also means *highly significant*. This shows that the brand, product quality, consumer perceptions and purchase decisions of consumers simultaneously have a significant influence on consumer satisfaction on the purchase of shoes at shoe merchant street in Medan. Usually already purchases several times not only for ourselves but also possible for other family members, friends that during this time based on their experience, consumers were satisfied while using or wearing the shoes. Regarding the durability of the shoes relative categorized depending on the wearer and the state upon use shoes. Because of the principle in the act of consumption that the quality was also determined by the price of a product. Although there are also consumers who disappointed because it is very far from the expectations of the quality of the shoes purchased at the venue.

Table 3 Results of Regression Model Second

coefficients *										
Model	unstandardized Coefficients		standardize d Coefficient s	t	Sig.	correlations			collinearity Statistics	
	B	Std. Error	beta			Zero-order	Partial	part	tolerance	VIF
1 (Constant)	11 231	2,331		4818	.000					
Brand	.312	.080	.477	3,891	.000	.585	.371	.285	.357	2805
Product quality	.153	.068	.211	2233	.028	-.158	.223	.163	.598	1673
Consumer Perception	.237	.073	.406	3,251	.002	.573	.316	.238	.344	2908
Purchase decision	-.299	.065	-.464	-4603	.000	-.028	-.427	-.337	.526	1,900

a. Dependent Variable: Consumer Satisfaction

Source: Research Findings, 2015 (Data Processed)

Table 4 Test Results of Simultaneous Regression Model I

ANOVA *					
Model	Sum of Squares	df	mean Square	F	Sig.
1 Regression	2193.119	3	731 040	28 788	.000 *
residual	2437.841	96	25 394		
Total	4630.960	99			

a. Predictors: (Constant), Consumer Perception, Product Quality, Brand

b. Dependent Variable: Purchase Decision

Source: Research Findings, 2015 (Data Processed)

Simultaneous Test Results (Test F) Regression Model Second

Table 5 Test Results of Simultaneous Regression Model Second

ANOVA ^a						
Model		Sum of Squares	df	mean Square	F	Sig.
1	Regression	943 054	4	235 764	22 911	.000 ^b
	residual	977 586	95	10 290		
	Total	1920.640	99			
a. Predictors: (Constant), Purchasing Decision, Customer Perception, Product Quality, Brand						
b. Dependent Variable: Customer Satisfaction						

Source: Research Findings, 2015 (Data Processed)

Partial Test Results (t test)

Partial Test Results (t test) Regression Model First

Based on the results of the partial test (t-test) obtained as in Table 2 above earlier, that partially shows the results of the t-value calculated based on each variable of this study. Value t_{count} will be compared with the value t_{table} at degree of confidence of 95% ($\alpha = 0.05$), which obtained the value $t_{table} = 1.980$. For brand variable (X_1) obtained by value $t_{arithmetic}$ amounted to 2.113, then the $t_{count} > t_{table}$ is $2.113 > 1.980$, thus H_0 is rejected and H_1 accepted. Under terms of the partial test can be said that the brand influence the purchasing decisions of shoes in a shoe merchant sidewalk. Because the shoes offered are varied, ranging from branded to the ordinary. Most consumers buy because look at the model of the shoes are more stylish and trendy. Based on the level of significance of a variable reference group acquired a significance level of 0.037 when it is compared with a 95% confidence level ($\alpha = 0.05$), then the variable referral category of this study are significant because the significance value $0.037 < 0.05$. This shows that the brand contributes to consumer decision weeks to choose and buy shoes in a shoe merchant sidewalk. In accordance with their testimony that basically most people already understand how the products offered on the site. They are the ones who understand the brand, and already know a lot going brands of shoes.

Partial effect of the product quality variable (X_2) obtained by value t_{count} it amounted to 7.505, thus $t_{count} > t_{table}$ is $7.505 > 1.980$, then H_0 is rejected and H_1 accepted. According to results that the product quality variable have influence on purchasing decision variable (Y_1) to buy shoes in a shoe merchant street in Medan. Learning from the significant value variable values obtained 0,000 and compared with 95% confidence level ($\alpha = 0.05$) that has a learning variables have significant influence because the significance value $0.001 < 0.05$. From the regression coefficient indicated a positive sign,

thus the quality of the product becomes the main thing against the wishes of consumers taking action in this case the shoe consumption. So they feel the price they have to spend at least match the quality of the products they get. Based on the results of the analysis that the product quality coefficient (X_2) has a positive sign. The variable quality of the product is more influential or dominant as compared with a variable of brand and consumer perception based on the value of $t_{arithmetic}$ obtained.

Partial effect on variable consumer perception (X_3) is obtained with the value $t_{arithmetic}$ amounted to 2.226, thus $t_{count} > t_{table}$ is $2.226 > 1.980$ hence thus H_0 is rejected and H_1 is accepted. Based on the multiple linear regression equation obtained that variable trust (X_3) is positive, and a significance level of consumer perception variable values obtained significance level 0.028. When compared with the 95% confidence level ($\alpha = 0.05$), then the variable referral category of this study are significant because the significance value $0.028 < 0.05$. That consumer perception is relative to see and judge a product till respective consumer, so that they can influence the perception of the decision in the act of consumption.

Partial Test Results (t test) Regression Model Second

In accordance with the results of the analysis are shown in Table 3 and earlier, that partially knowable t value calculated based on each variable of this study. Value t_{count} will be compared with the value t_{table} at the 95% confidence level ($\alpha = 0.05$), which obtained the value $t_{table} = 1.980$. Variable brand (X_1) obtained by value $t_{arithmetic}$ amounted to 3.891, then the $t_{count} > t_{table}$ is $3.891 > 1.980$. And based on a significance level of 0.001 when compared with the 95% confidence level ($\alpha = 0.05$), then the variable insignificant brand of research results because the significance value $0.000 < 0.05$, so H_0 is rejected and H_1 accepted. Variable coefficient brand (X_1) of the analytical results have a positive sign. It shows that the brand is able to be the starting size of one's satisfaction. Sometimes consumers buy the product because of its brand, because the brand of their expressive needs met and that one of them a sense of satisfaction. Brand has more influential variable when compared to the product quality, customer perception and customer purchase decision variable.

For the variable quality of the product (X_2), the value of t_{count} it amounted to 2.233, thus $t_{count} > t_{table}$ is $2.233 > 1.980$, then H_0 is rejected and H_1 is accepted. According to results that the variable quality of the product (X_2) effect on satisfaction

variable (Y_2) consumers buy shoes in a shoe merchant street in Medan. Learning from the significant value variable values obtained 0,028 and compared with 95% confidence level ($\alpha = 0.05$) that the learning variables have significant influence due to the significant value of $0.028 < 0.05$, and from the regression coefficients shown positive signs. Brands usually represent the quality of the product, so that most consumers who buy a product because the brand will immediately convinced by the quality.

Partial effect on consumer perception variable (X_3) obtained by value $t_{\text{arithmetic}}$ amounted to 3.251, thus $t_{\text{count}} > t_{\text{table}}$ is $3.251 > 1.980$ then H_0 is rejected and H_1 accepted, so the hypothesis is answered from partial test. From the results obtained can also be seen that the consumer perception variables have a significant influence on satisfaction (Y_2) consumers buy shoes in a shoe merchant street in Medan. By the significant of the customer perception variable significance value of 0.002 compared with a 95% confidence level ($\alpha = 0.05$), thus confidence variable of the results of this study have significant influence because the value $0.002 < 0.05$. Based on the multiple linear regression equation, it shows that consumer perception variable (X_3) is positive, that customer perceptions will result in satisfaction after consuming a product.

On purchase decision variable (Y_1) can partially determine its effect on the value of $t_{\text{arithmetic}}$ of -4.603, so $t_{\text{count}} < t_{\text{table}}$ is $-4.603 < 1.980$ hence thus H_0 is received and H_1 is rejected. Based on the multiple linear regression equation, it show that trust variables (X_3) are negative, that consumer decisions are not always give satisfaction to the consumer. Because the type of customers does the act of consumption that there are some attitudes, which are an emotional man, who did the act of consumption because of what he saw without further thought or consideration rationally, based on the needs, circumstances and realities. Moreover, the nature of the consumer who likes joining in consumption action, usually they rarely get such satisfaction they expect.

Test Results of determination (R^2)

Test Results of determination (R^2) Regression Model I

In Table 6 it can be seen that the adjusted R-square coefficient is 0.457 or 45.7%. The amount shows that 45.7% dependent variable, the consumer purchase decision (Y) buy shoes in a shoe merchant street can be explained by the product (X_1), product quality (X_2) and consumer perception (X_3), while the remaining 54.3% are other variables not examined in

this research such as motivation, lifestyle, social status and others.

Table 6 Test Results of Determination

Model Summary ^a										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	DF1	DF2	Sig. F Change	
1	.688 ^a	.474	.457	5,039	.474	28.788	3	96	.000	2003
a. Predictors: (Constant), Customer Perception, Product Quality, Brand										
b. Dependent Variable: Purchasing Decision										

Source: Research Findings, 2015 (Data Processed)

Test Results of determination (R^2) Regression Model Second

Table 7 Test Results of Determination

Model Summary ^a										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	DF1	DF2	Sig. F Change	
1	.701 ^a	.491	.470	3,208	.491	22.911	4	95	.000	2346
a. Predictors: (Constant), Purchasing Decision, Customer Perception, Product Quality, Brand										
b. Dependent Variable: Customer Satisfaction										

Source: Research Findings, 2015 (Data Processed)

From Table 7 it can be seen that the adjusted R-square coefficient is 0,470 or 47%. So it can be seen that 7% of the dependent variable namely customer satisfaction (Y_2) buy shoes in a shoe merchant street can be explained by the product (X_1), product quality (X_2), the consumer's perception (X_3) and customer purchasing decisions (Y_1), and the remaining of 53% was influenced by other variables such as personality, learning, reference groups and others were not examined in this study.

Discussion

Based on the research results obtained that brand, product quality and perception of consumerism acts to influence consumer decisions in the act of consumption. Determination of test results obtained multiple regression models influenced first of the three independent variables on the dependent variable in this case the consumer

purchase decision to buy shoes in a shoe merchant street can be explained by 45.7%.

After testing the first partial regression model, the results obtained where the variable quality of the products has a direct influence on consumer perception. This was disclosed by the NII Prasetyo and Ihalauw (2005), that there are several factors that can affect consumer perception, one of these factors are external factors such as product display to present the quality of the product, as well as the properties of the stimulus provided a company in marketing its products such as brand, brand image, price and so on.

Based on the results of the test data showed that consumer satisfaction is worth paying attention. Marketers had successfully made an association or a good imaging on the brand, the only one through the improvement of product quality. Especially in a shoe merchant on street selling shoes has already well-known brand and quality of imitations. Shoe merchant sidewalk is where alternative for consumers who want to wear branded products at an affordable price. Although it has a disadvantage in this case non-standard quality branded shoes just like it should.

After the partial test is known that all the coefficients of the variables is positive and significant. Likewise in known simultaneous test results show the significance that good. So it can be stated that the basis for the formulation of the first regression model is able to answer the hypothesis of the study, it is thus H_0 is rejected and H_1 is accepted. That brand, product quality and consumer perceptions affect either partially or simultaneously on consumer purchasing decisions to buy shoes in a shoe merchant street in Medan.

In the second regression model equation also determination test to determine how much influence the research variables in this case the brand, product quality, consumer perceptions and purchasing decisions can be explained by the dependent variable, i.e. customer satisfaction. From the results obtained are found to be 0,470, or 47%, while the rest influenced by other variables not examined in this study.

With the partial test done shows that the variable of brand, product quality and consumer perception and significant effect characterized by a positive coefficient, which means the three independent variables affect on the increase or decrease the value of the variable customer satisfaction. As for the variable purchase decisions of consumers to buy shoes in a shoe merchant street despite significant influence, but it appears that the results yield a negative sign. Due to customer

satisfaction sometimes do not need to take action decision, although satisfaction may be obtained after the consumption after their consumer decisions. For brands, product quality and consumer perception based on criteria hypotheses can be concluded that H_0 is rejected and H_1 is accepted. Another case for the variable purchase decisions on consumer satisfaction, H_0 is received and H_1 is rejected. From the resulting simultaneous test can be seen that both variables brand, product quality, consumer perceptions and purchase decisions jointly affects customer satisfaction buy shoes in a shoe merchant street in Medan. And the significantly also showed *highly significant*.

5. CONCLUSIONS AND RECOMMENDATIONS Conclusion

1. From the test results simultaneously both of the models can be seen that the first regression together variable of brand, product quality and consumer perceptions influence the consumer's decision to buy shoes in a shoe merchant street in Medan. Similarly, the second equation model, the result of data processing that brand, product quality, consumer perceptions and consumer decisions in a real and significant impact on customer satisfaction buy shoes in a shoe merchant street. Thus it can be stated that H_0 is rejected and H_1 accepted.
2. Based on the partial test results for the first regression model showed coefficient is positive and significant influence over both the variable of brand, product quality and consumer perception. The positive sign shows that brand, product quality and consumer perceptions affect the rise and fall of consumer decisions to buy shoes in a shoe merchant street in Medan. Of the partial test results on the first model, the variable quality of the products most dominant influence the consumer's decision to buy shoes in a shoe merchant street in Medan. For the second regression model, the variable of brand, product quality and consumer perception has a positive coefficient, while for the consumer's decision has a negative sign. Although it is seen that the significance of these variables significantly affects customer satisfaction buy shoes in a shoe merchant street in Medan. Variable brand is the most dominant variable affects customer satisfaction, thus comply with the criteria for decision making of this hypothesis can be stated that H_0 is rejected and H_1 accepted. Sometimes consumers are often wrong in doing the act of consumption, so do not get satisfaction, where

the only consumer brand is already assessing the quality of a product.

3. To test the determination of the first regression model was obtained for 0.457 or 45.7% of consumer decisions to buy shoes in a shoe merchant street in Medan can be explained by the brand, product quality and consumer perception, while the rest are other variables not examined in this study, such as personality, social class, lifestyle and others. While determination test on a second regression model was obtained for 0,470 or 47% of customer satisfaction can be explained by the brand, product quality, consumer perceptions and decisions of consumers buy shoes in a shoe merchant street in Medan.

Suggestion

Based on the research that has been done, it can be submitted suggestions based on research results obtained as follows:

1. Decision bought by a consumer of a product begins with awareness of buyers will be the matter of necessity. Consumers are aware that there is a difference between the actual conditions with the desired conditions. Previous generally consumers will look for information in connection with the required product. As the results of research that brand and product quality was instrumental determine consumer decisions.
2. Because in general the shoes are offered in a shoe merchant street in Utah have sloping price despite offering branded products, in order to maintain the quality of its products. Not to create negative perceptions and thoughts, which people will judge that the brand and will no longer be a benchmark in the act of consumption.

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