



ANDALAS UNIVERSITY

UNIVERSITAS ANDALAS

THESIS

**THE INFLUENCE OF PRICE, QUALITY OF PRODUCT, AND WORD OF MOUTH
ON CONSUMER PURCHASE DECISIONS FOR ORTUSEIGHT SHOES IN
PADANG CITY**

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INTERNATIONAL MANAGEMENT STUDY PROGRAM

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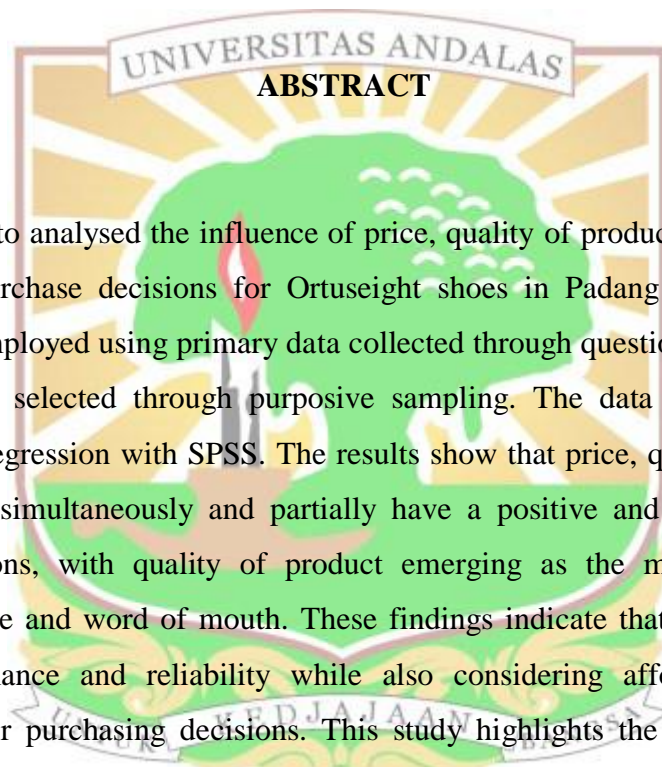
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This study aims to analysed the influence of price, quality of product, and word of mouth on consumer purchase decisions for Ortuseight shoes in Padang City. A quantitative approach was employed using primary data collected through questionnaires distributed to 216 respondents selected through purposive sampling. The data were analysed using multiple linear regression with SPSS. The results show that price, quality of product, and word of mouth simultaneously and partially have a positive and significant effect on purchase decisions, with quality of product emerging as the most dominant factor, followed by price and word of mouth. These findings indicate that consumers prioritize product performance and reliability while also considering affordability and social influence in their purchasing decisions. This study highlights the importance for local sports footwear brands to enhance quality of product, maintain competitive pricing, and strengthen positive word-of-mouth to improve consumer purchase decisions.

Keywords: Price, Quality of Product, Word of Mouth, Purchase Decision

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