

CHAPTER 1

INTRODUCTION

1.1 Research Background

Sport is one of the most essential aspects for everyone, as it stimulates metabolism. There is growing awareness of the importance of exercise for the body, as it can strengthen the immune system and therefore reduce the risk of disease. Therefore, it is natural that we need sports equipment, and we are opening up business opportunities for the sports industry, including athletic footwear. Numerous local brand shoes have already entered the market, are appreciated and even used to promote local products, creating increasingly fierce competition in the sports industry.

In the history of modern civilization, no sport has surpassed the popularity of football from a political perspective (Hidayati, 2021). Fundamentally, football is a sport that is not only physical but also has a social component. Its appeal extends throughout Europe, Africa, and even Asia. This form of disruption allows the cultures of other countries to construct certain forms of identity through game-like practices and interpretations (Ramadhan and Pradana, 2024). The phenomenon of conflict between two competitors is not uncommon in a sport with a more cultural and recreational nature. However, football is still considered one of the sports that is a club point (meeting point), and has attracted a lot of attention from the community (Wartamana et al., 2021)

The development of football that is increasingly growing has encouraged the emergence of more flexible and easily accessible variations of the sport, one of which is mini soccer. Mini soccer is increasingly popular among urban communities, not only as a form of sport, but also as part of a modern lifestyle. This game is played in a 7 vs 7 format, providing a more dynamic and competitive playing experience. As interest in this sport increases, the

demand for mini soccer field facilities continues to grow, especially in urban and semi-urban areas, including in Padang City.

This is due to the flexibility of mini soccer, which allows for participation by a wide range of community groups, either as a complementary activity or as part of a broader sports community. In 2022, Padang City only had one mini-football field. However, within three years, the number increased rapidly, reaching seven fields by 2025. The large number of mini soccer stadiums indicates strong consumer interest in the sport, as described in Table 1.1. This growth not only demonstrates the city's growing sports infrastructure but also reflects the trend in society's increasing awareness of the importance of a healthy lifestyle and community physical activity. Below is a list of mini soccer fields currently available in Padang City:



Table 1. 1
Mini Soccer Arena Data in Padang City

No	Mini Soccer Arena	Address
1.	Rangkiang Mini Soccer	Kubu Dalam Parak Karakah, Padang Timur
2.	Mini Soccer Saudagar Minang (MSSM)	Rimbo Kaluang, Padang Barat
3.	Mini Soccer KSMR- Prayoga	Jl. Samudra, Belakang Tangsi, Padang Barat
4.	Top Scorer Arena	Jl. Kemayoran 4, Dadok Tunggul Hitam, Koto Tangah
5.	Relone Arena	Jl. St. No.1, Sawahan Timur, Padang Timur
6.	Masita Arena	Jl. Flamboyan, Padang Barat
7.	Dobi Sports	Jl. Bandar Gereja, Padang Barat

Source: Data were processed by the researcher (2025)

The growth of mini soccer facilities in Padang City reflects not only the expansion of sports infrastructure but also increasing public awareness of healthy lifestyles and community based physical activities. Improved access to mini soccer fields has encouraged greater participation in recreational sports, as the availability of adequate facilities plays an important

role in motivating individuals to engage in physical activity (Gao et al., 2022). As participation in mini soccer increases, players place greater emphasis on the use of suitable footwear that supports comfort, performance, and safety. Studies on football footwear design indicate that features such as outsole structure, stud configuration, and material selection are essential in supporting high intensity movements and frequent directional changes typical of mini soccer play (Prempeh & Pennington, 2025). Therefore, the rising number of mini soccer venues in Padang City highlights both growing consumer interest and potential market opportunities for football shoe manufacturers to develop products tailored to mini soccer players' technical and ergonomic needs.

The entry of international sports footwear manufacturers has compelled domestic producers to improve product design and ergonomic comfort in order to preserve competitiveness (Latif et al., 2020). Competitive dynamics now involve global firms such as Nike, Adidas, Mizuno, and Puma as well as increasingly innovative local manufacturers notably Specs, Eagle, and Mills that offer satisfactory quality at more accessible price points. The local brand Ortuseight has attracted consumer attention through a combination of robust product quality and attractive design. With the rising popularity of mini soccer, Ortuseight is well placed to strengthen its market position by developing footwear tailored to the specific technical and ergonomic needs of mini-soccer players. The following are football shoe brands commonly used in Indonesia:



Table 1. 2

Football Shoe Brands that are widely used in Indonesia

No	Brand	Origin	Main Charateristics	Price
1	Nike	Amerika Serikat	<ul style="list-style-type: none"> • Zoom Air Unit, responsiveness and soft cushioning • Primeknit, a flexible and lightweight knitted material comfort and fit 	Rp.1.800.000 – Rp 3.000.000

2	Adidas	Jerman	<ul style="list-style-type: none"> • A stylish and modern design • Speed frame technology, a lightweight, responsive outsole for enhanced agility 	Rp. 1.600.000 – Rp. 2.800.000
3	Puma	Jerman	<ul style="list-style-type: none"> • Ultra weave, a light material for speed and performance • Peba Speed Unit outsole for rapid acceleration and response. 	Rp. 1.000.000 – Rp. 2.500.000
4	Mizuno	Jepang	<ul style="list-style-type: none"> • Crafted with high quality leather for enhance durability and comfort • Uses wave technology for better cushioning and stability. 	Rp. 1.000.000 – Rp. 2.200.000
5	Ortuseight	Indonesia	<ul style="list-style-type: none"> • Modern design infused with local cultural elements. • Comfort and lightness from flexible, lightweight materials for easy movement. • Shock absorbing system for better impact protection. 	Rp.350.000 – Rp. 600.000
6	Specs	Indonesia	<ul style="list-style-type: none"> • Functional design focused on performance and practicality. • Vertecs Technology for greater stability in runs and quick moves. • Lightweight with Phylon midsole for optimal comfort. 	Rp.500.000 – Rp. 800.000
7	Eagle	Indonesia	<ul style="list-style-type: none"> • Features a simple yet classic design that appeals to timeless style preferences • Equipped with a High Grip Outsole that provides excellent traction on various types of surfaces 	Rp.400.000 – Rp. 800.000
8	Mills	Indonesia	<ul style="list-style-type: none"> • Features a lightweight and flexible design • Advanced upper and sole tech for better ball control and grip. 	Rp.400.000 – Rp. 700.000

Source: Data were processed by the researcher (2025)

Ortuseight is one of the local sports shoe brands that has gained considerable attention and built a strong following in a relatively short period of time. Ortuseight, founded in 2018 by Arif Prijadi Wirawan through PT Vila Nove Atletik, has developed rapidly and is now competing with well-known sports brands that have been established for years. In its two years of existence, the brand has produced various types of sports equipment, including futsal shoes, soccer cleats, running shoes, tracksuit bottoms, jerseys, balls, and cones. This wide

range of offerings demonstrates Ortuseight’s commitment to meeting the diverse needs of athletes, particularly in mini soccer, where specialized footwear and apparel are essential for performance, safety, and comfort. In addition, Ortuseight has actively sought to expand its market presence through strategic sponsorship partnerships with several professional football clubs in the Indonesian league. These collaborations not only increase the brand’s visibility among competitive football communities but also strengthen its credibility and trustworthiness among amateur players and enthusiasts.

The popularity of Ortuseight in Padang is closely associated with the rapid growth of mini soccer in the city. As the number of mini soccer fields continues to rise, this brand has become increasingly favored by players. Some venue operators even provide Ortuseight boot for rent, enabling those without their own equipment to participate. This rental service not only allows players to directly experience the products quality but also enhances the brands exposure within the local sports community. Such developments indicate that Ortuseight has become an integral part of the mini soccer experience in Padang, strengthening its position as one of the most popular local football shoe brands.



Table 1. 3

Results of Interviews to Provider Rental at Mini Soccer Fields in Padang

No	Reason for Choosing Ortuseight	Explanation
1	Comfortable and lightweight	Respondents stated that Ortuseight shoes provide ease of movement and comfort during gameplay
2	Higher durability compared to other local brands	Users perceived Ortuseight to last longer and withstand more intensive use than similar brands
3	Affordable price and wide availability in the market	The relatively lower price and easy accessibility in local stores made Ortuseight more attractive

Source: Data were processed by the researcher (2025)

The development of mini-soccer has not only transformed the way sports are played but has also had a significant impact on the business sector, particularly the sports equipment industry. One emerging trend is the growing demand for sports shoes specifically designed to suit the characteristics of mini soccer fields. With the growing popularity of this sport, numerous sports equipment manufacturers are striving to develop products that combine functionality, comfort, and innovation. In the future, sports trends are expected to evolve further toward the concept of "sportainment", a blend of sports and entertainment, where athletic events serve not only as competitive platforms but also as sources of leisure and social engagement. As trends continue to evolve, the sports equipment industry is compelled to respond by aligning product development, especially in football shoes with the changing needs and expectations of consumers.

Beyond effective marketing strategies and superior product quality, the strong interest in Ortuseight in Padang is also influenced by several specific factors. First, its product features are designed to enhance performance on mini soccer fields, aligning well with the city's evolving sports trends. Second, its competitive pricing compared to international brands makes it an appealing choice for consumers seeking high quality at affordable prices. Third, support from local sports communities, including football clubs and mini soccer groups, further amplifies its brand exposure through direct recommendations, also known as Word of Mouth (WOM).

The enthusiasm for Ortuseight among Padang residents is driven not only by effective marketing and product excellence, but also by its alignment with the growing popularity of mini soccer and football in the region. Based on a preliminary survey of 20 respondents, Ortuseight ranked as the top choice over other local brands such as Specs, Mills, and Eagle. This strong market preference is further reinforced by its extensive distribution network,

which ensures that Ortuseight products are easily accessible in multiple sports equipment stores throughout Padang.

Table 1. 4
Factors Influencing Respondents Choice of Sports Shoe Brands

No	Brand	Reasons for Choosing	Number of Respondents	Percentage
1	Ortuseight	Modern design, comfort in use, affordable price, and peer recommendations	14	70%
2	Specs	Decent quality with a wide range of sizes available	3	15%
3	Mills	Attractive design with a brand that is starting to gain recognition	2	10%
4	Eagle	The most affordable price	1	5%

Source: Data were processed by the researcher (2025)

The development of sports in Padang has led to an increasing demand for sports equipment, particularly football shoes. To meet this demand, several sports stores have emerged, offering a wide range of products. These stores not only serve as distribution centers but also provide convenience for consumers in accessing the necessary sporting goods. The list of sports stores available in Padang is shown in the following table:



Table 1. 5
Sports stores distributed across Padang

No	Athletic footwear store	Address
1	Talago Sport	Jl. Jati Adabiah, No 17C, Alai Parak Kopi, Kec. Padang Timur
2	Adidas (Alfa Sport Indonesia)	Jl. Permindo No.61A, Kec. Padang Barat
3	Wigi Sport	Jl. Andalas Raya No.77, Kec. Padang Timur
4	Atlanta Sport	Jl. Imam Bonjol No.5, Kec. Padang Selatan
5	Comango Sport	Jl. Kemayoran Air Tawar, Kec. Padang Utara
6	Daffa Sport	Jl. Imam Bonjol No.11D, Kec. Padang Selatan
7	Surya Sport	Jl. Gajah Mada, Gn Pangilun, Kec. Padang Utara

Source: Data were processed by the researcher (2025)

To remain competitive in an increasingly saturated and dynamic market, companies are required to formulate adaptive strategies that are grounded in a comprehensive understanding of consumer preferences. In today's competitive landscape, consumers are increasingly critical in making their purchase decisions, and they tend to evaluate multiple aspects such as price, quality, and credibility of information sources before arriving at a final choice. Among these determinants, price often serves as the most immediate and tangible factor shaping consumer behavior, followed by product quality and the influence of interpersonal communication in the form of word of mouth (WOM).

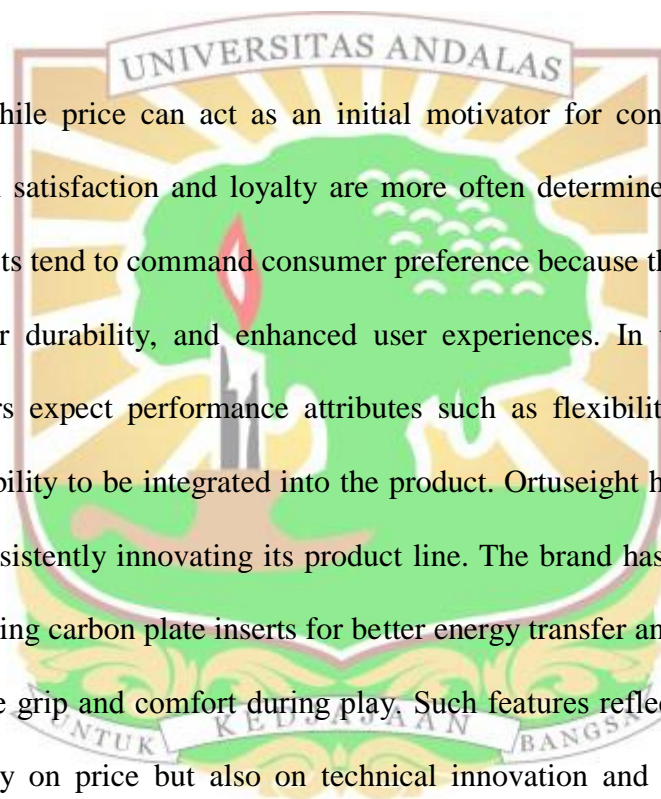
Price has long been recognized as one of the most influential variables in consumer decision-making. Buyers generally compare the monetary cost of a product with the level of quality and benefits it provides in order to ensure they are receiving fair value. In competitive markets, price sensitivity tends to increase, and consumers may gravitate toward products that offer both affordability and acceptable standards of quality. According to Dimiyati (2019), the combination of competitive pricing, strong brand reputation, and product quality exerts a significant influence on consumer purchase intentions and long-term loyalty. Consequently, businesses must develop pricing strategies that align with their target market segmentation, ensuring affordability without diminishing perceived value.

Ortuseight provides a clear example of this principle. One of the key drivers behind its rising popularity in both Padang and other regions of Indonesia is its pricing strategy, which is set at a relatively more affordable level compared to its global competitors such as Nike, Adidas, and Puma, as well as local rivals like Specs, Mills, and Eagle. Ortuseight football shoes are offered starting from approximately Rp350,000, making them financially accessible to a wide spectrum of consumers, including students, amateur players, and semi-

professional athletes. Importantly, this affordability does not come at the expense of quality or comfort. Instead, the brand positions itself as delivering “value for money,” a combination of performance and price efficiency that appeals to cost-conscious yet quality-seeking consumers. This competitive pricing strategy not only enables Ortuseight to attract new buyers but also enhances its ability to retain loyal customers who have previously experienced the brand’s durability and comfort. The balance between affordability and value creation thus represents a cornerstone of Ortuseight’s growing dominance in the domestic market.

However, while price can act as an initial motivator for consumers to consider a purchase, long-term satisfaction and loyalty are more often determined by product quality. High-quality products tend to command consumer preference because they provide consistent functionality, longer durability, and enhanced user experiences. In the context of sports footwear, consumers expect performance attributes such as flexibility, ergonomic design, cushioning, and stability to be integrated into the product. Ortuseight has responded to these expectations by consistently innovating its product line. The brand has introduced advanced technologies, including carbon plate inserts for better energy transfer and specialized outsoles designed to improve grip and comfort during play. Such features reflect Ortuseight’s efforts to compete not only on price but also on technical innovation and user-oriented product development.

From a consumer perspective, product quality embodies several critical dimensions, such as performance, durability, reliability, and conformance to specifications. When these dimensions are met, consumers are more likely to experience satisfaction and view their purchase decision as appropriate and worthwhile. For Ortuseight, delivering quality that aligns with these expectations has been instrumental in building a positive brand image. The achievements of professional athletes and local football communities who endorse Ortuseight



further reinforce the perception of the brand as reliable and competitive. Thus, the brand's emphasis on quality ensures that affordability does not undermine consumer trust but rather strengthens it through consistent product performance.

Beyond price and product quality, another determinant that exerts significant influence on consumer purchase behavior is word of mouth (WOM). WOM refers to the informal transmission of opinions, recommendations, or evaluations of a product between individuals, and it is often regarded as more credible than traditional promotional tools because it is based on authentic user experiences. According to Roy et al. (2024), WOM constitutes a non-commercial form of interpersonal communication with the potential to significantly influence consumer attitudes and purchasing intentions. In the contemporary digital era, WOM has expanded into electronic word of mouth (e-WOM), facilitated through online reviews, social media discussions, and testimonial-sharing platforms.

Ortuseight has benefitted substantially from this form of consumer-driven communication. Positive WOM and e-WOM have emerged as powerful tools that amplify the brand's visibility and reputation. Testimonials from professional athletes, combined with organic user-generated content on platforms such as Instagram, TikTok, and football community forums, have played a pivotal role in shaping consumer perceptions. These communications often emphasize Ortuseight strengths in affordability, comfort, and competitive product quality, thereby reinforcing the factors that initially attract consumers to the brand. WOM also fosters a sense of community trust, as recommendations from peers or admired figures are perceived as unbiased and reliable. Consequently, Ortuseight reliance on WOM, both traditional and digital, enhances its ability to expand market share and sustain customer loyalty over time.

In summary, the combined influence of price, product quality, and WOM forms a comprehensive framework for understanding consumer purchasing behavior, particularly in the case of Ortuseight. Affordable pricing acts as the initial attraction, product quality sustains consumer satisfaction and loyalty, while WOM amplifies brand reputation and influences wider purchasing decisions. Together, these factors explain how Ortuseight has successfully positioned itself as one of the most favored local sports footwear brands, capable of competing not only with domestic rivals but also with established international names in the highly competitive sportswear industry.

1.2 Research Problem

Based on the background of the study, the research questions formulated in this study are as follows:

1. How does price influence consumer purchasing behavior toward Ortuseight shoes in Padang City?
2. How does product quality influence consumer purchase decisions for Ortuseight shoes in Padang City?
3. How does Word of Mouth (WOM) influence the purchase decision of Ortuseight shoes in Padang City?
4. What is the relationship between price, product quality, and Word of Mouth (WOM) in influencing the purchase decision of Ortuseight shoes?

1.3 Research Objectives

The objectives of this research are as follows:



1. To identify the role of pricing in shaping consumer purchasing decisions regarding Ortuseight shoes in Padang city
2. To analyze the influence of product quality on the purchase decision for Ortuseight shoes in Padang city.
3. To examine the extent to which Word of Mouth (WOM) influences the purchase decisions of Ortuseight shoes in Padang city
4. To assess the relationship between price, product quality, and Word of Mouth (WOM) in influencing the purchase decisions of Ortuseight shoes

1.4 Benefits of Research

The expected benefits of this research are as follows:

a. Theoretical Benefits

The theoretical benefits of this research include:

1. **Literature Development:** This research aims to broaden the academic understanding of how Word of Mouth (WOM), product quality, and pricing influence purchasing decisions. It contributes to the expansion of existing literature in the field of consumer behavior and marketing.
2. **Theoretical Model:** The study supports the development of a more comprehensive theoretical model that explains the key factors influencing purchase decisions. It provides a stronger foundation for academics and future researchers in analyzing the interaction among these variables.

b. Practical Benefits

The practical benefits of this research include:



1. Marketing Strategy: The results of this study can help Ortuseight marketing managers in developing more efficient strategies. By understanding how price, product quality, and Word of Mouth (WOM) impact consumer decisions, the company can optimize its marketing approach to enhance product appeal and competitiveness.

2. Understanding Consumer Preferences: This study offers valuable insights into consumer preferences, particularly concerning brand perception and other influencing factors. Such information enables the company to tailor its strategies more precisely in response to market needs and expectation.

1.5. Research Scope

This study explores how price, product quality, and Word of Mouth (WOM) influence the purchase decisions of consumers regarding Ortuseight football shoes in Padang City. The research focuses on individuals who have had prior experience purchasing Ortuseight football shoes.

1.6 Structure of the Report

CHAPTER I

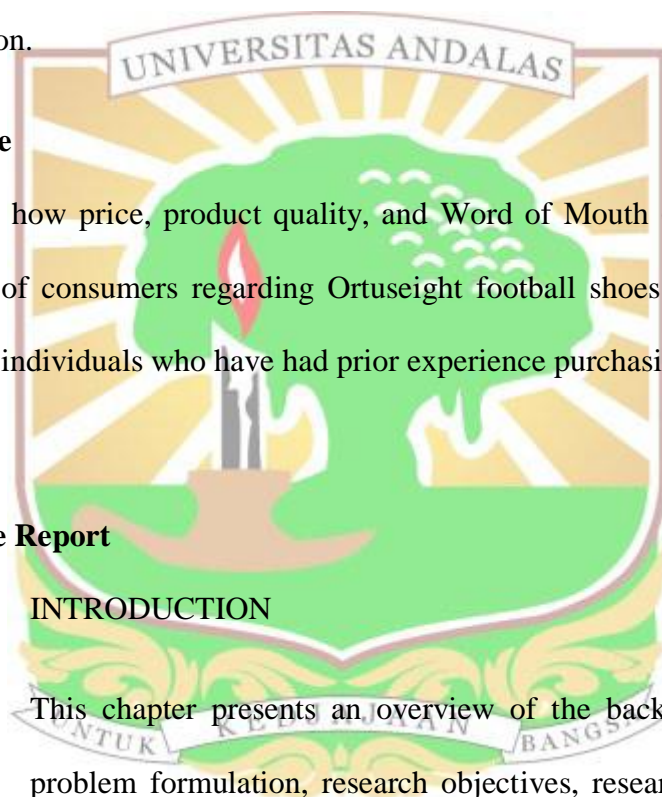
INTRODUCTION

This chapter presents an overview of the background of the study, problem formulation, research objectives, research benefits, scope of the research, and writing systematics.

CHAPTER II

LITERATURE REVIEW

This chapter discusses the theoretical foundations relevant to the variables being studied, along with the general objectives associated with them. It also describes the theoretical basis, previous research, conceptual framework, and research hypothesis.



CHAPTER III RESEARCH METHODOLOGY

This chapter describes the research design, population and sample, data collection techniques, variable measurement scales, operational definitions of variables, and data analysis techniques.

CHAPTER IV RESULT AND DISCUSSION

This chapter discusses the procedures for data processing, the results of data analysis, and a discussion of the research problems examined in this study.

CHAPTER V CLOSING

This chapter contains conclusions, implications, limitations of the research, and suggestions from the analysis conducted. Analysis was conducted as an answer to the questions in the study

