

**IMPORTANCE PERFORMANCE ANALYSIS OF SPORT SHOES PRODUCT ATTRIBUTES
IN MANADO (CASE STUDY: ADIDAS SPORT SHOES USER IN MANADO)***ANALISIS PENTINGNYA KINERJA ATRIBUT PRODUK
SEPATU OLAHRAGA DI MANADO
(STUDI KASUS: PENGGUNA SEPATU OLAHRAGA ADIDAS DI MANADO)*

By:

**Novia A. Ponomban¹
Frederik G. Worang²
Merinda H.Ch. Pandowo³**¹²³Management Department, Faculty of Economics and Business
Sam Ratulangi University

E-mail:

¹nponomban@outlook.com²frederikworang@gmail.com³merindapandowo@unsrat.ac.id

Abstract: The competition in the footwear industry as explained earlier shows that this is quite tight due to the number of imported shoe products entering the market, especially China which offers cheaper products. The purpose of this research is to find out the importance and performance of sport shoes attributes. The research sample was 100 users who wear the Adidas Sport Shoes in Manado. The result shows that Convenience, Quality, Durability, Appropriateness, Good fit, and Attractiveness are very importance to consumer compare to others indicators. The followed by Fashion which is relatively importance to consumer, afterwards Easy of Care, Style, Color, price, and the last one Brand Name has the low level of importance in customers mind based on the data plotting. While in term of performance, Quality, Durability, Appropriateness, Good fit, and Attractiveness has a high level of performance compared to the 76 other attributes. They should consider which attributes need to be developed based on the result in quadrant so the consumer will satisfied with the product.

Keyword: *product attributes, importance and performance analysis*

Abstrak: Persaingan di industri alas kaki sebagaimana dijelaskan sebelumnya menunjukkan bahwa hal tersebut cukup ketat karena banyaknya produk sepatu impor yang masuk ke pasar, terutama China yang menawarkan produk yang lebih murah. Tujuan dari penelitian ini adalah untuk mengetahui kepentingan dan kinerja atribut sepatu olahraga. Sampel penelitian adalah 100 pengguna yang memakai Sepatu Olahraga Adidas di Manado. Hasil penelitian menunjukkan bahwa Convenience, Quality, Durability, Appropriateness, Good fit, dan Attractiveness sangat penting bagi konsumen dibandingkan dengan indikator lainnya. Disusul Fashion yang relatif penting bagi konsumen, kemudian Easy of Care, Fashion, Color, Price, dan yang terakhir Brand Name memiliki tingkat kepentingan yang rendah di benak konsumen berdasarkan data plotting. Sedangkan dari segi kinerja, Quality, Durability, Appropriateness, Good fit, dan Attractiveness memiliki tingkat kinerja yang tinggi dibandingkan 76 atribut lainnya. Mereka harus mempertimbangkan atribut mana saja yang perlu dikembangkan berdasarkan hasil dalam kuadran sehingga konsumen akan puas dengan produk tersebut.

Kata Kunci: *atribut produk, analisis kepentingan dan performa*

INTRODUCTION

Research Background

Sport is an important activity that everyone needs to do if they want a healthy body. One of the needs that needs to be considered in carrying out sports activities is the need for the availability of sports shoes as the main tools used in carrying out sports activities. Almost every sports activity uses sports shoes. Nike and Adidas are one of the shoe brands that have sales worth billions of US dollars annually. The competition in the footwear industry as explained earlier shows that this is quite tight due to the number of imported shoe products entering the market, especially China which offers cheaper products. Lately a healthy lifestyle has become a trend in everyday life, therefore sports shoes are becoming increasingly existent.

Consumer use and purchase of any product is highly dependent on the product attributes. A product's attributes are that makes it distinct from other products. From a consumer perspective, these attributes are what determining the consideration set and influence the ultimate purchase decision. According to Kotler, Wong, Saunders, and Armstrong (2005), product attributes is the development of a product or service that involved in the determination of benefits that will be provide. Beaudoin *et al.* (2000) identified 12 attributes that correlated with attitudes when purchasing apparel, namely: good fit, durability, ease of care, favorable price, convenience, quality, color, attractiveness, fashionableness, brand name, appropriateness, and choice of styles.

Research Objective

The objectives of this research are:

1. To know about the importance of sport shoes product attributes.
2. To know about the performance of sport shoes product attributes.

THEORITICAL REVIEW

Product Attributes

Product attributes is the elements that considered important by consumers and made the basis of decision making. Product attributes evaluated by consumer has been found to be affected by a number of factors such as: situation, knowledge, motivation and involvement (Engel, Blackwell and Miniard. 1993).

Durability

Durability is the ability of a product to perform its required function over a lengthy period under normal conditions of use without excessive expenditure on maintenance or repair (Cooper, 1994).

Price

Price is the amount a customer pays for a product or the sum of the values that consumers exchange for the benefits of having or using a product or service (Bearden, Ingram and Larfforge, 2004).

Quality

Quality is characteristic of product or service that bear on its ability stated or implied needs (Summers, 2009).

Color

According to Esaak, (2012), color is the element of art that is produced when light, striking an object, is reflected back to the eye.

Brand Name

The brand name is very significant choice because some time it captures the central theme or key association of a product in a very condensed and reasonable fashion (Kotler and Keller, 2008).

Style

According to the Fairchild Dictionary of Fashion (Perna, 1987), fashion is the custom or style of dressing that prevails among any group of persons

Convenience

Convenience is a quality or situation that makes something easy. Darian and Cohen (1995) proposed two dimensions of convenience. The first one concerns the type of convenience, which can be saving time, physical energy and/or mental energy. The second dimension refers to the stage of the meal process that convenience is obtained.

Attractiveness

Attractiveness is a quality that causes an interest or desire in something.

Appropriateness

Appropriateness is quality of being just right for the requirements.

Fashion

Fashion is something that popular among the people.

Good Fit

According to vocabulary good fit is when something fits like a glove, it fits just right.

Easy of Care

According to Sehwarat and Narang (2001), easy of care is all activity involved in keeping a system's equipment or product in working order.

Previous Research

Shamsher (2012) investigated the difference of purchasing decision regarding product attributes for selecting brands of laundry soap by exploring and examining the importance of product attribute on customer decision making for low involvement product. The results reveal significant difference between the two selected brands of laundry soaps with respect to smell and hygiene.

Pangemanan, Pangemanan and Tumewu (2017) identified the importance of Quicksilver's apparel attributes and to identify the performance of Quicksilver's apparel attributes based on the variables such as brand name, style, retail store, and price. The result of this study shows that brand name and price are placed in quadrant I (high important but low performance), retail store in quadrant III (low importance and low performance), while style in quadrant IV (low importance but high performance).

Kumar and Chaubey (2015) investigated the product as well as functional attribute affecting the consumer decision of buying mobile phone devices. The study indicates that consumer give due consideration on product attributes as compared to functional factors while making purchase of mobile handset. The result indicates that there is no significant difference on the customer preferences of product as well as functional attributes across the different demographic status of respondents.

RESEARCH METHOD**Research Approach**

This research is the descriptive study with a quantitative approach. According to Knupfer and McLellan (1996), the term descriptive research refers to the type of research question, design and data analysis that be applied to a given topic. Descriptive in this study means that the researcher tries to describe and explain about product attributes of sport shoes using Importance Performance Analysis (IPA).

Population, Sample, and Sampling Technique

According to Hanlon and Larget (2011), population is all the individuals or units of interest; typically, there is not available data for almost all individuals in a population. The population in this research is all customers of sport shoes in Manado. According to Sekaran (2003), sampling is the process of selecting a sufficient number of elements from the population, so that study of the sample and an understanding of its properties of characteristics would make it possible for the researcher to generalize such properties or characteristics to the population elements. The sample size is 100 respondents according to the formula of Purba (1996). The sampling method used is Sampling Purposive. The sampling method used was purposive sampling.

Data Collection Technique

Data collection through questions that have been compiled and given to respondents to get accurate data in accordance with the objectives of this study.

Testing of Research Instruments

Testing research instruments through validity and reliability is a condition that must be done in quantitative research that uses a questionnaire measurement tool (Sugiyono, 2017). Further, Sugiyono added that a good research instrument is a measuring instrument that has been used "Valid", which is measuring what you want to measure (accuracy) and "Reliability", where the measuring instruments used can produce the same data (consistent).

Importance and Performance Analysis

According to Abalo et al (2007), Importance & Performance Analysis provides a useful and easily understandable guide for identifying the most crucial product or service attributes in terms of their need for managerial action, as a means to develop successful marketing programs to achieve advantage over competitors.

RESULT AND DISCUSSION

Result

Table 1. Validity Test

| | | AVERAGE IMPORTANCE | AVERAGE PERFORMANCE | AVERAGE IMPORTANCE AND PERFORMANCE |
|------------------------------------------|------------------------|-----------------------|------------------------|------------------------------------------|
| AVERAGE IMPORTANCE | Pearson Correlation | 1 | .786** | .938** |
| | Sig. (2-tailed) | | .000 | .000 |
| | N | 100 | 100 | 100 |
| AVERAGE PERFORMANCE | Pearson Correlation | .786** | 1 | .951** |
| | Sig. (2-tailed) | .000 | | .000 |
| | Sig. (2-tailed) | .000 | .000 | |
| AVERAGE IMPORTANCE AND PERFORMANCE | N | 100 | 100 | 100 |

Sources: SPSS Output 20

Table 1 shows that the correlation index is higher than 0.3 and below the significance level of 5%. Therefore the data is considered valid.

Table 2. Reliability Test

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .959 | 3 |

Source: SPSS Output, 2021

Table 2 shows that Alpha Cronbach is 0.959 which is above the acceptance limit of 0.6; therefore, the research instrument is reliable.

Table 3. Attributes, Importance Mean, Performance Mean, Quadrant

| Attributes | Importance Mean | Performance Mean | Quadrant |
|-----------------|-----------------|------------------|----------|
| Durability | 4.55 | 4.35 | 2 |
| Price | 3.88 | 3.76 | 3 |
| Quality | 4.56 | 4.34 | 2 |
| Color | 4.05 | 4.09 | 3 |
| Brand Name | 3.53 | 4.44 | 4 |
| Style | 4.14 | 4.2 | 3 |
| Convenience | 4.65 | 4.36 | 2 |
| Attractiveness | 4.28 | 4.25 | 2 |
| Appropriateness | 4.5 | 4.31 | 2 |
| Fashion | 4.31 | 4.23 | 1 |
| Good Fit | 4.39 | 4.37 | 2 |
| Easy of Care | 4.16 | 4.19 | 3 |
| AVERAGE | 4.25 | 4.24 | |

Source: Data Processed, 2021

Table 3 shows that the importance of Convenience had the highest mean which is ($y = 4.65$) come after that Quality ($y = 4.56$) followed by Durability ($y = 4.55$) Appropriateness ($y = 4.5$) Good Fit ($y = 4.39$) Fashion ($y = 4.31$) Attractiveness ($y = 4.28$) Easy of Care ($y = 4.16$) Style ($y = 4.14$) Convenience ($y = 4.05$) Price ($y = 3.88$) and the lowest is Brand Name ($y = 3.53$). Meanwhile the Brand Name had the highest mean ($x = 4.44$) followed by Good Fit ($x = 4.37$) Convenience ($x = 4.36$) Durability ($x = 4.35$) Quality ($x = 4.34$) Appropriateness ($x = 4.31$) Attractiveness ($x = 4.25$) Fashion ($x = 4.23$) Style ($x = 4.2$) Easy of Care ($x = 4.19$) Color ($x = 4.09$) and the lowest is Price ($x = 3.76$).

Discussion

The attributes that used in this study adopted from previous research of Beaudoin, Moore, and Goldsmith, (2000) identified 12 attributes that correlated with attitudes when purchasing apparel, namely: good fit, durability, ease of care, favorable price, convenience, quality, color, attractiveness, fashionableness, brand name, appropriateness, and choice of styles. This study has considered all those attributes which come from theories, books, journal and other supporting sources in constructing this research. These attributes become the foundation of questionnaires used to collect the data. The collected data are scored with the Likert scale and are then tabulated and analyzed with Importance and Performance Analysis. The result of this research shows the importance of the attributes to the customers and how well the performance of the adidas sport shoes in Manado is according to the customers' satisfaction as seen on the quadrant.

The tables showed Importance's mean values of each attributes and Performance's mean value of the same attributes. The mean values of Importance and Performance used to determine the meeting point in the matrix as Importance represented by Y axis and Performance represented by X axis. The meeting point of Y and X each attributes the determined where to place the attributes among 4 quadrants in IPA matrix. Therefore the result shows that Convenience, Quality, Durability, Appropriateness, Good fit, and Attractiveness are very importance to consumer compare to others indicators. The followed by Fashion which is relatively importance to consumer, afterwards Easy of Care, Style, Color, price, and the last one Brand Name has the low level of importance in customers mind based on the data plotting. While in term of performance, Convenience, Quality, Durability, Appropriateness, Good fit, and Attractiveness has a high level of performance compared to the other attributes. Then followed by Durability, afterwards fashion, Easy of Care, Style, Color, price, and the last one Brand Name based on all buyer Adidas Sport Shoes.

Convenience, Quality, Durability, Appropriateness, Good fit, and Attractiveness located in quadrant II (Keep up the good work) it means that the six attributes are perceived to be very importance to consumer and at the same time has the highest performance level. It is a sign that these attributes had affected most of customer. Quality is characteristic of product or service that bear on its ability stated or implied needs (Summers 2009). Like in previous research, quality has not significantly related with consumer purchase decision. Quality of Adidas Sport Shoes is good, the convenience when we use Adidas Sport Shoes is very good, the appropriateness when consumer buy the product no one part of shoes is broken. Good design for a product is not important only for the appearance of the product but also for attracting the potential consumer to look at and try to use the product. Product quality is always being thought to contribute to the expansion of competitive advantage whereas the

product is to be designed and also manufactured to achieve customer requirements in enhancing the product performance (Benson, Saraph and Schroeder, 1991).

Price, Color, Easy of Care, and Style are located in quadrant III (Low Priority) these four attributes have a low level of importance to the consumer and at the same time also have a low level of performance. The greater the importance of price in purchases decisions, the greater the intensity of information and the greater the amount of comparisons between competing brands (Mazumdar and Monroe, 1990). There is significantly correlation shown in this study that product attribute which is price and consumer purchase decision. The consumer think these four indicator not really importance for them but still need an attention, and also did not have much effect toward consumer purchase decision. According Mazumdar and Monroe (1990), price importance in purchase decision but for the respondent of this research it is not importance for them. The company should increase the performance affordable prices of Adidas Sport Shoes and make more new style of sport shoes and many more color options. Color is one of the first things that consumers recognize and are therefore one of the most imperative design instruments used by retailers to communicate to their consumers (Bell and Ternus, 2006).

Brand Name are located in quadrant IV (Possible Overkill) it means this contain attributes of low importance, but where performance is relative high. In this case the brand name not really importance for the consumer but they keep doing the best that is why the brand name has a high performance. A great brand name can be solid competitive advantage for your company, especially when feature sets between two or more brands are roughly the same so brand name it is importance. The brand name is very significant choice because some time it captures the central theme or key association of a product in a very condensed and reasonable fashion (Kotler and Keller, 2008).

CONCLUSION AND RECOMMENDATIONS

Conclusion

1. Fashion is located in quadrant I (Concentrate Here). This means that this attribute is perceived to be importance to customer and the performance level are fairly low.
2. Quality, Convenience, Durability, Appropriateness, Good Fit, and Attractiveness are located in quadrant II (Keep up the good work). Attributes that located in Quadrant II means that it has a high importance to the customer and the company also achieves high performance according to the customer.
3. Price, Color, Easy of Care, and Style are located in quadrant III (Low Priority), this means that the four attributes is not really importance for the consumer and at the same time also has the low performance level.
4. Brand Name are located in quadrant IV (Possible Overkill), it means this contains attributes of low importance, but where performance is relative high. The importance low because consumer think that the brand name is not really matter.

Recommendations

1. Adidas Sport Shoes should pay more attention on the product attributes. They should consider which attributes need to be developed or which attributes need keep the performance based on the result in quadrant so the consumer will satisfied with the product.
2. Adidas are now concerned to identify what is needed to make a change in order to make a progress developing of the action in these attributes to make better result in product attributes performance in order to meet the customer purchase decision.

REFERENCES

- Abalo, J., Varela, J., and Manzano, V. (2007). Importance Values for Importance–Performance Analysis: A formula for Spreading out Values Derived from Preference Rankings. *Spain Journal of Business Research*, 60, 115–121. <https://www.sciencedirect.com/science/article/abs/pii/S0148296306001779>. Accessed on 19 April 2021
- Bearden, B., Ingram, T., and Larfforge, B. (2004). *Marketing Principles and Perspective*, Mcgraw Hill Companies, New York.

- Beaudoin, P., Moore, M. A., and Goldsmith, R. (2000). Fashion Leaders and Followers Attitudes Toward Buying Domestic and Imported Apparel. *Clothing and Textiles Research Journal*. 18(1). <https://journals.sagepub.com/doi/10.1177/0887302X0001800106>. Accessed on 15 Februari 2021
- Bell, J., and Ternus, K. (2006). *Silent selling*. 3rd ed. New York: Fairchild Publications
- Benson, P.G., Saraph, J.V., and Schroeder, R.G. (1991). The Effects of Organizational Context on Quality Management: An Empirical Investigation. *Management Science*, INFORMS, 37(9), 1107-1124. <https://ideas.repec.org/a/inm/ormnsc/v37y1991i9p1107-1124.html>. Accessed on 20 December 2020
- Chaubey, D.S, and Kumar, S. (2015). Customers Preferences of Product Attribute of Mobile Phone Handsets: A Descriptive Study. *International Journal of Emerging Research in Management & Technology*. 4 (7). https://www.researchgate.net/publication/281033535_Customers_Preferences_of_Product_Attribute_of_Mobile_Phone_Handsets_A_Descriptive_Study. Accessed on 23 January 2021
- Cooper, T. (1994). The Durability of consumer durables. *Business Strategy and the Environment*. 3 (1): 23–30. <https://onlinelibrary.wiley.com/doi/abs/10.1002/bse.3280030103>. Accessed on 19 April 2021
- Darian, J.C., and Cohen, J. (1995). Segmenting by consumer time shortage. *Journal of Consumer Marketing*, 12 (1), 32 – 44. <https://www.emerald.com/insight/content/doi/10.1108/07363769510146787/full/html>. Accessed on 15 January 2021
- Engel J.F., Blackwell R.D., and Miniard P.W. (1993). *Consumer Behavior*, Fort Worth: Dryden Press (8th Ed.).
- Esaak, S. (2012). *Art History: Colour*. [Online] Available from: http://arthistory.about.com/cs/glossaries/g/c_color.htm. Accessed on 10 April 2021
- Hanlon, B., and Larget, B. (2011). *Samples and Populations*. Department of Statistics. University of Wisconsin Madison, 1-21.
- Knupfer, N. N. and McLellan, H. (1996). *Descriptive research methodologies*. In D. H. Jonassen (Ed.), *Handbook of research for educational communications and technology* (1196-1212). New York: Macmillan
- Kotler, P., Wong, V., Saunders, J., and Armstrong, G. (2005). *Principles of Marketing* (4th European ed). Pearson Prentice Hall
- Kotler, P., and Keller, K.L.R. (2008). *A Framework for Marketing Management: Integrated with Pharmasim*, 4th edition, New Jersey: Pearson Prentice Hall
- Mazumdar, T., and Monroe, K.B. (1990). The Effects of Buyers' Intentions to Learn price Information on Price Encoding, *Journal of Retailing*, 66 (1). 15-33. <https://psycnet.apa.org/record/1990-27157-001>. Accessed on 10 January 2021
- Perna, R. (1987). *Fashion Forecasting*. New York. Fairchild.
- Pangemanan, V.J.P., Pangemanan, S.S., and Tumewu, F. (2017). Evaluating Product Attributes of Quicksilver's Apparel Using Importance and Performance Analysis. *Jurnal EMBA*. 5(3). <https://ejournal.unsrat.ac.id/index.php/emba/article/view/18191>. Accessed on 12 November 2021
- Purba, R. (1996). *Measuring Consumer Perceptions through Factor Analysis*. The Asian Manager
- Sehwarat, M. S., and Narang, J.S. (2001). *Production Management*. Mc.Graw Hill. North America
- Shamsher, R. (2012). The Importance of Product Attribute Influencing Purchase Decision: A Comparative Study Between FMCG Laundry Soaps. *Journal of Marketing*. <http://www.dumarketing.ac.bd/html5boilerplatemkt/uploads/2013/11/13The-Importance-of-ProductAttributes-Influencing-Purchase-Decision.pdf.U>. Accessed on 12 April 2021

Sekaran, U. (2003). *Research Methods for Business A Skill-Building Approach*. 4th Edition, John Wiley and Sons, New York

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV.

Summers, D. C. S. (2009). *Quality Management*. 2nd ed. Pearson Education: New Jersey.503

