

Impact of Self-Image, Product Quality, and Price on Sales Performance in a Sports Retail

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Abstract. This study aims to investigate the impact of self-image, product quality, and price on sales performance at SKT SPORT Store in Pangkep. The study population consisted of 100 consumers who made purchases within one month. With a sufficiently large population, a sample of 50 respondents was determined using Slovin's formula. The study employed a survey approach with a quantitative descriptive research design. Data was collected through questionnaires, interviews, and documentation. Statistical analysis was conducted to examine the relationships between independent and dependent variables. The analysis utilized chi-square statistical tests with the assistance of Statistical Product and Services Solutions (SPSS) software. The results of the study indicate that self-image, product quality, and price have a significant positive impact on purchasing intentions at SKT SPORT Store in Pangkep.

Keywords: Brand image, Product quality, Price, Purchase intention