

The Influence of Storytelling Marketing, Celebrity Endorsement, and Product Quality on Converse Consumer Purchase Decisions in DKI Jakarta

Dicky Andhika Putra^{1*}, Firman Fauzi²
Universitas Mercu Buana

Corresponding Author: Dicky Andhika Putra nnnzylan@gmail.com
firmam.fauzi@mercubuana.co.id

ARTICLE INFO

Keywords: storytelling marketing, celebrity endorsement, product quality, purchase decision, Converse

Received : 20, June

Revised : 22, July

Accepted: 29, August

©2026 Putra, Fauzi: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study examines the influence of storytelling marketing, celebrity endorsement, and product quality on the purchase decisions of Converse consumers in DKI Jakarta, motivated by the brand's declining preference among digitally driven younger consumers. A quantitative survey was conducted with 150 Converse consumers selected through purposive sampling, and data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results indicate that storytelling marketing, celebrity endorsement, and product quality each have a positive and significant effect on purchase decisions, with product quality exerting the strongest influence. The three predictors jointly explain 89.1% of the variance in purchase decisions, indicating strong explanatory power. These findings extend the digital marketing literature and offer practical guidance for Converse in refining its communication strategy.

INTRODUCTION

Converse is a footwear and fashion brand with a long history and a strong brand identity in the global fashion industry. Founded in the United States in 1908, Converse is widely recognized through its iconic Chuck Taylor All Star model, which has become a symbol of casual style, streetwear culture, and youthful self-expression. As fashion trends and modern lifestyles evolve, Converse is no longer positioned merely as a footwear product but has become part of a popular culture attached to creative, active, and dynamic young consumers. In Indonesia, and particularly in the Special Capital Region of Jakarta (DKI Jakarta), Converse holds a considerable market share supported by strong public interest in branded fashion products, the growth of social media, and high consumption of lifestyle products among younger generations.

Despite this strong heritage, Converse faces intensifying competition from global sneaker brands. Market data indicate that Adidas and Nike remain the most preferred sneaker brands among Indonesian consumers, with preference levels of 62.4% and 61.9% respectively, driven by well-established global reputations, continuous technological innovation, and strong brand imagery associated with an active, dynamic, and modern lifestyle. Converse ranks third with a preference level of 45.1%, sustained mainly by the timeless design of its classic models and its strong association with streetwear and urban casual culture. Furthermore, the Top Brand Index for Converse fluctuated over the 2022–2024 period, falling from 11.0% in 2022 to 7.5% in 2023 before recovering to 10.6% in 2024, a pattern that signals vulnerability in the brand's competitive position despite its subsequent recovery through new collections, public-figure collaborations, and intensified social media activity.

DKI Jakarta was selected as the research location because of its strategic position as an economic growth center and an epicenter of modern lifestyle trends, particularly within the fashion and footwear industry. Industry data show that the market value of the footwear sector in Jakarta grew sharply, from around US\$150–200 million in late 2023/early 2024 to approximately US\$600 million by early 2025, reflecting a highly dynamic market with strong consumer purchasing power and high exposure to digital marketing campaigns, celebrity endorsement trends, and brand storytelling.

Within this competitive climate, three specific gaps between Converse's strategy and market expectations emerge. First, Converse's characteristically “classic” storytelling narrative increasingly clashes with the preference of urban Generation Z consumers for fresher and more contemporary campaign visuals. Second, Converse's celebrity endorsement strategy, which tends to rely on sub-cultural figures such as indie musicians or skaters, struggles to capture mass attention compared with competitors who aggressively engage mainstream influencers and K-Pop idols. Third, in terms of perceived product quality, highly mobile urban consumers in Jakarta frequently complain that Converse's rubber sole material feels heavy and less ergonomic compared with competitors' lightweight cushioned sneakers. These three phenomena motivated the researcher to validate the issues directly through a preliminary survey of Converse consumers in DKI Jakarta.

The preliminary survey results, summarized in Table 1, show that 93.8% of respondents agreed that Converse's emotional storytelling made them confident about purchasing the product, 90.6% were attracted to purchase because of celebrity endorsement, and 90.6% trusted Converse's proven product quality; 84.4% of respondents indicated that positive past experience encouraged repurchase. In contrast, only 43.8% of respondents were influenced by price discounts, and only 43.8% felt that customer service encouraged their purchase, while word-of-mouth, product design, and brand image each received a balanced 50% agreement, and customer satisfaction reached only 46.9%. These findings indicate that storytelling marketing, celebrity endorsement, and product quality are the dominant drivers of Converse purchase decisions among DKI Jakarta consumers, while pricing strategy and service quality remain areas requiring further attention.

Table 1. Preliminary Survey Results

No.	Variable	Agree	Disagree
1	Storytelling	93.8%	6.3%
2	Celebrity Endorsement	90.6%	9.4%
3	Product Quality	90.6%	9.4%
4	Purchase Decision	84.4%	15.6%
5	Price	43.8%	56.3%
6	Service Quality	43.8%	56.3%
7	Word of Mouth	50.0%	50.0%
8	Product Design	50.0%	50.0%
9	Brand Image	50.0%	50.0%
10	Customer Satisfaction	46.9%	53.1%

Source: Preliminary Research Survey (2025).

Based on this background, the present study investigates whether storytelling marketing, celebrity endorsement, and product quality significantly influence the purchase decisions of Converse consumers in DKI Jakarta, and, if so, which of these variables exerts the strongest influence. Accordingly, this study aims to examine the effect of storytelling marketing on Converse purchase decisions, to examine the role of celebrity endorsement in shaping Converse purchase decisions, and to examine the effect of product quality on Converse purchase decisions in DKI Jakarta. Theoretically, this study is expected to enrich the growing body of digital marketing literature concerning the antecedents of consumer purchase decisions. Practically, the findings are expected to provide Converse's management with strategic recommendations for improving product ergonomics and comfort, broadening celebrity endorsement toward mainstream public figures with wider appeal, and refreshing storytelling narratives to remain relevant to the hyper-modern lifestyle of Generation Z, thereby supporting more effective marketing and product-development strategies in an increasingly competitive sneaker market.

LITERATURE REVIEW

Marketing and Marketing Management

Marketing is defined as the set of strategies and activities that companies use to acquire and engage customers, build strong customer relationships, and create superior customer value in order to capture value from customers in return (Kotler et al., 2024). Marketing management, in turn, refers to the activities, institutions, and processes involved in creating, communicating, delivering, and exchanging offerings of value for customers, clients, partners, and society at large (Yulianto et al., 2024).

Consumer Behavior

Consumer behavior describes how individuals or groups select, purchase, use, and evaluate products and services to satisfy their needs and wants (Aswar, 2025), including the search, purchase, use, evaluation, and disposal of products, services, or ideas expected to satisfy consumer needs (Lestari & Aslami, 2022). Understanding consumer behavior is essential because it captures how consumers make purchasing decisions, the factors that shape those decisions, and the process consumers undergo from need recognition to post-purchase evaluation (Kotler et al., 2024). According to Kotler et al. (2024), consumer behavior is shaped by four major factors: cultural factors (core values and subcultures learned from family and social environment), social factors (reference groups, family, and social roles/status), personal factors (age and life-cycle stage, occupation, economic situation, lifestyle, personality, and self-concept), and psychological factors (motivation, perception, learning, beliefs, and attitudes).

Purchase Decision

Purchase decision is a problem-solving approach in human activity aimed at buying a good or service to satisfy needs and wants, encompassing need recognition, information search, evaluation of alternatives, the purchase decision itself, and post-purchase behavior (Lestari & Aslami, 2022). Kotler et al. (2024) similarly identify cultural, social, personal, and psychological factors as the four major determinants of purchase decisions. Suryadi et al. (2024) further identify three key stages consumers undergo before reaching a purchase decision – purchase conviction (confidence and satisfaction with the product), information search (willingness to recommend the product to others), and post-purchase behavior (repurchase intention) – which are operationalized through eight indicators: purchase conviction, decisiveness in buying, information quality, consumer perception, information-seeking planning, repurchase behavior, purchase satisfaction, and willingness to recommend.

Storytelling Marketing

Digital storytelling is a short, multimodal presentation that combines various communicative elements within a narrative structure (Schugar et al., 2024). In a marketing context, storytelling functions to build emotional engagement between a brand and its audience by presenting a message through a compelling narrative arc rather than direct persuasion. According to Nuranindya et al. (2023), storytelling can be assessed through six indicators: curiosity about the core message from the beginning to the end of the story, the ability to grasp a clear conclusion, feeling moved by the story's message, feeling

entertained by the message, enjoyment of the accompanying music, and the way sound effects enhance the narrative experience.

Celebrity Endorsement

Celebrity endorsement is a persuasion strategy in which customers identify with the person featured in an advertisement; it is most effective when the endorser's personality aligns with the brand or product, and endorsers are typically recognized for their achievements rather than solely for their product category, which allows advertisers to build both brand awareness and consumer comfort with the endorsed brand (Nabil et al., 2022). Consumers who idolize a public figure tend to follow that figure's activities and lifestyle, including the products they use or promote, so that celebrity endorsement can meaningfully influence product sales (Khoirunisa & Saputro, 2024). Ulinuha et al. (2024) operationalize celebrity endorsement through three dimensions – visibility, credibility, and attractiveness – measured via eight indicators: influencer popularity, attractiveness, broad societal influence, expertise, trustworthiness, likeability, familiarity, and similarity with the audience.

Product Quality

Product quality is the capacity of a product to perform its function, encompassing the product and its ongoing improvement so as to satisfy consumer needs and meet consumer expectations (Aghitsni & Busyra, 2021). Aprilia and Tukidi (2021) describe product quality through three dimensions – product function, product features, and reliability – and eight indicators: product benefit, product characteristics, product conformity, product form, product design, product size, durability, and quality standards. When consumers perceive that Converse's material, design, and durability are reliable, the perceived post-purchase risk decreases, which in turn accelerates the purchase decision process.

Previous Research

A number of prior studies support the hypothesized relationships in this research. Fitri et al. (2022) found that celebrity endorsement and product quality significantly affect purchase decisions for Sariayu Martha Tilaar cosmetics. Ardiansyah et al. (2023) and Arifin et al. (2022) confirmed that product quality significantly affects purchase decisions for Xiaomi smartphones and Zara handbags, respectively. Astuti et al. (2024) and Barus et al. (2024) demonstrated that celebrity endorsement positively affects online purchasing decisions, while Chandra and Mansur (2024) reported similar findings for the joint effect of product quality, celebrity endorsement, and trust on purchase decisions. In the domain of storytelling, Mavilinda et al. (2023) and Chang (2025) reported that storytelling marketing significantly builds customer engagement and drives purchase intention through brand image, corroborating the role of narrative-based marketing in shaping consumer behavior.

Hypothesis Development

Storytelling Marketing and Purchase Decision. Celebrity endorsement and narrative-based marketing have been shown to significantly affect purchase decisions (Anastasya et al., 2022; Lauwrensia & Ariestya, 2022; Adinata & Sudarmiati, 2025). Logically, a strong storytelling narrative touches consumer

psychologically; when consumers feel emotionally connected to the story presented, they perceive the product as representing their identity or feelings, which in turn stimulates their intention to purchase.

H1: Storytelling marketing has a positive effect on purchase decision.

Celebrity Endorsement and Purchase Decision. Astuti et al. (2024) show that celebrity endorsement and hedonic shopping motivation significantly affect online purchase decisions; Barus et al. (2024) find that the presence of a celebrity endorser has a positive and significant impact, an effect that strengthens as the level of celebrity support increases; and Chandra and Mansur (2024) confirm that celebrity endorsers exert a positive and significant influence on purchase decisions. A well-liked and credible celebrity creates an image transfer effect, whereby consumers associate the celebrity's qualities with the endorsed product, reducing brand-related doubt and increasing purchase confidence.

H2: Celebrity endorsement has a positive effect on purchase decision.

Product Quality and Purchase Decision. Ardiansyah et al. (2023) find that product quality significantly affects purchase decisions in the case of Xiaomi smartphones, a finding reinforced by Arifin et al. (2022) for Zara women's handbags. From a rational standpoint, consumers continually weigh financial sacrifice against perceived value; when consumers perceive that the material, design, and durability of Converse shoes are guaranteed, the post-purchase risk feels lower, accelerating the purchase decision process.

H3: Product quality has a positive effect on purchase decision.

Conceptual Framework

Based on the theoretical review and hypothesis development above, the relationships among the research variables are summarized in the conceptual framework presented in Figure 1. The framework positions storytelling marketing (X1), celebrity endorsement (X2), and product quality (X3) as independent variables that are hypothesized to positively influence purchase decision (Y) as the dependent variable.

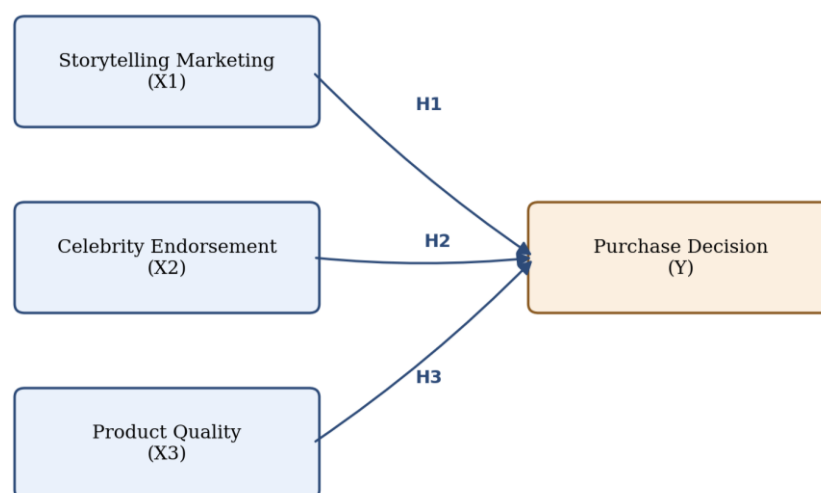


Figure 1. Conceptual Framework

METHODOLOGY

This study employed a quantitative research design. According to Creswell and Creswell (2024), quantitative research is an approach for testing objective theories by examining the relationships among variables, which are measured through instruments so that numerical data can be analyzed using statistical procedures. The study was conducted over five months, from August to December 2025, in DKI Jakarta, covering its five administrative cities (Central, North, West, South, and East Jakarta).

The population comprised residents of DKI Jakarta who had purchased and used Converse products, with an unidentified exact population size. Given the unknown population size, the sample size was determined using the formula proposed by Hair et al. (2021), which recommends a minimum sample of five to ten times the number of indicators. With 30 indicators used in the research instrument, the minimum required sample was $5 \times 30 = 150$ respondents; accordingly, 150 respondents were selected using a non-probability, purposive sampling technique based on the following criteria: (1) had purchased a Converse product at least once, (2) had used a Converse product at least once, (3) resided in DKI Jakarta, (4) were male or female, and (5) were between 17 and 45 years of age.

Primary data were collected through a structured online questionnaire distributed via Google Forms, using a five-point Likert scale ranging from “strongly disagree” to “strongly agree” to measure each indicator of storytelling marketing, celebrity endorsement, product quality, and purchase decision.

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0, a variance-based component approach considered suitable for models involving multiple interrelated constructs and indicators (Hair et al., 2021). The analysis proceeded through evaluation of the measurement model (outer model) – comprising convergent validity (assessed through outer loadings ≥ 0.70 and Average Variance Extracted ≥ 0.50) and discriminant validity (assessed through cross-loadings) – followed by reliability testing using Composite Reliability (≥ 0.70) and Cronbach's Alpha, and finally evaluation of the structural model (inner model) through the coefficient of determination (R^2), predictive relevance (Q^2), model fit indices (SRMR, d_ULS, d_G, Chi-square, and NFI), and hypothesis testing via bootstrapping, in which a hypothesized positive relationship is accepted when the t-statistic exceeds 1.96 and the p-value is below 0.05 (Hair et al., 2022).

RESEARCH RESULT

Overview of the Research Object

Converse is a footwear and fashion brand with a long history and a strong brand identity in the global fashion industry. Founded in the United States in 1908, Converse is best known for its iconic Chuck Taylor All Star model, which has become a symbol of casual style, streetwear, and youth self-expression. Amid an increasingly competitive sneaker industry, Converse continues to rely on celebrity endorsement campaigns to build emotional closeness with consumers and to strengthen its digital brand image, while maintaining product quality –

including its classic design, comfort, and durability – as a key factor for customer satisfaction and purchase decisions. Nevertheless, shifting consumer behavior and the emergence of competing brands require Converse to continuously adapt to market needs in order to remain relevant and retain consumer loyalty, particularly in DKI Jakarta as one of Indonesia's key fashion and lifestyle growth centers.

Respondent Profile

A total of 150 valid responses were collected from Converse consumers residing in DKI Jakarta who met the sampling criteria. The respondent profile is summarized in Table 2.

Table 2. Respondent Profile

Characteristic	Category	Frequency	Percentage
Gender	Male	68	45.3%
	Female	82	54.7%
Age	< 18 years	6	4.0%
	18–25 years	100	66.7%
	26–35 years	37	24.7%
	36–45 years	7	4.6%
Occupation	Student	86	57.0%
	Employee	59	39.3%
	Homemaker	5	3.3%

Source: Primary questionnaire data (2026). N = 150 for each category.

The respondent profile shows a fairly balanced gender composition, with a slightly higher proportion of female respondents (54.7%) than male respondents (45.3%). The sample is dominated by consumers aged 18–25 years (66.7%), reflecting that Converse is most favored by young adults, and by students (57.0%), indicating that the sample largely consists of individuals still engaged in formal education.

Descriptive Statistics of Research Variables

Respondents' perceptions of each variable were measured using items rated on a five-point Likert scale. Overall, all four variables received consistently high mean scores (above 4.0 on a five-point scale), indicating a generally positive perception among respondents. Table 3 summarizes the highest- and lowest-scoring indicators for each variable, following the recommended practice of presenting descriptive results in a concise, readable format rather than reproducing every individual item.

Table 3. Summary of Descriptive Statistics by Variable

Variable	Highest-Scoring Indicator (Mean)	Lowest-Scoring Indicator (Mean)
Storytelling Marketing (X1)	Ability to grasp the story's conclusion (4.327)	Curiosity from beginning to end / feeling moved by the story (4.240)

Variable	Highest-Scoring Indicator (Mean)	Lowest-Scoring Indicator (Mean)
Celebrity Endorsement (X2)	Influencer's broad societal influence (4.433)	Trust in information conveyed by the influencer (4.247)
Product Quality (X3)	Consistency of product quality (4.413)	Product benefit fit with consumer needs (4.267)
Purchase Decision (Y)	See discussion below	See discussion below

Source: SmartPLS 4.0 data processing output (2026).

For storytelling marketing, respondents rated narrative clarity as its greatest strength, while the story's ability to sustain curiosity and build emotional engagement scored comparatively lower, though still within a high category. For celebrity endorsement, respondents most strongly perceived the endorsing influencers' broad social reach, while trust in the information the influencers conveyed was comparatively the weakest aspect, suggesting that credibility-building should not rely on popularity alone. For product quality, respondents rated the consistency of Converse's quality most highly, while the alignment between product benefits and individual consumer needs scored relatively lower, pointing to an area for future product development. Overall, the descriptive results indicate that all three independent variables are perceived favorably by Converse consumers in DKI Jakarta, providing an empirically sound basis for the subsequent structural model testing.

Instrument Testing: Validity and Reliability

Validity testing was conducted through evaluation of the outer model, covering both convergent and discriminant validity. All measurement items produced outer loading values above the recommended minimum threshold of 0.70 (ranging from 0.712 to 0.846), and all constructs achieved Average Variance Extracted (AVE) values above 0.50 (ranging from 0.621 to 0.685, see Table 4), confirming that convergent validity was satisfied for every construct. Discriminant validity, assessed through cross-loadings, showed that every indicator loaded most strongly on its intended construct compared with other constructs, confirming that discriminant validity was likewise satisfied.

Table 4. Average Variance Extracted (AVE)

Variable	AVE
Celebrity Endorsement	0.622
Storytelling Marketing	0.661
Product Quality	0.685
Purchase Decision	0.621

Source: SmartPLS 4.0 data processing output (2026).

Reliability testing, based on Composite Reliability and Cronbach's Alpha, showed that all four constructs exceeded the recommended threshold of 0.70, confirming strong internal consistency across all research instruments (Table 5).

Table 5. Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	rho_a	Composite Reliability (rho_c)	Remarks
Celebrity Endorsement	0.913	0.914	0.929	Reliable
Storytelling Marketing	0.912	0.915	0.929	Reliable
Product Quality	0.934	0.935	0.946	Reliable
Purchase Decision	0.897	0.899	0.921	Reliable

Source: SmartPLS 4.0 data processing output (2026).

Structural Model Evaluation

The coefficient of determination (R^2) for purchase decision was 0.891, indicating that storytelling marketing, celebrity endorsement, and product quality jointly explain 89.1% of the variance in Converse consumers' purchase decisions – a very strong level of explanatory power. The predictive relevance test (Q^2 predict) likewise produced a value of 0.891 for purchase decision; because this value exceeds zero, the model demonstrates strong predictive relevance for the endogenous construct.

Table 6. R-Square and Q-Square Results

Endogenous Variable	R-Square	Q^2 predict
Purchase Decision	0.891	0.891

Source: SmartPLS 4.0 data processing output (2026).

Model fit was evaluated using the Standardized Root Mean Square Residual (SRMR), d_ULS, d_G, Chi-square, and the Normed Fit Index (NFI). The SRMR value of 0.059 (below the 0.08 threshold) indicates a good model fit, while the NFI value of 0.758, though not yet in the excellent category, indicates an adequate level of model conformity (Table 7).

Table 7. Model Fit Results

Index	Saturated Model	Estimated Model
SRMR	0.059	0.059
d_ULS	1.624	1.624
d_G	1.436	1.436
Chi-square	1055.944	1055.944
NFI	0.758	0.758

Source: SmartPLS 4.0 data processing output (2026).

Hypothesis Testing

Hypothesis testing was performed through the bootstrapping procedure, with a hypothesis accepted when the t-statistic exceeds 1.96 and the p-value is below 0.05 (Hair et al., 2022). As shown in Table 8, all three hypothesized paths

were statistically significant, confirming that storytelling marketing, celebrity endorsement, and product quality each exert a positive and significant influence on Converse consumers' purchase decisions in DKI Jakarta.

Table 8. Bootstrapping (Hypothesis Testing) Results

Path	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	P Values
Celebrity Endorsement → Purchase Decision	0.341	0.333	0.114	2.991	0.003
Product Quality → Purchase Decision	0.406	0.402	0.119	3.419	0.001
Storytelling Marketing → Purchase Decision	0.234	0.243	0.101	2.319	0.020

Source: SmartPLS 4.0 data processing output (2026).

The path from product quality to purchase decision produced the highest path coefficient (0.406, $t = 3.419$, $p = 0.001$), followed by celebrity endorsement (0.341, $t = 2.991$, $p = 0.003$), and storytelling marketing (0.234, $t = 2.319$, $p = 0.020$). These results confirm that H1, H2, and H3 are all supported, with product quality emerging as the most dominant predictor of purchase decision within the research model.

DISCUSSION

The Effect of Storytelling Marketing on Purchase Decision (H1)

The findings confirm that storytelling marketing exerts a positive and significant effect on purchase decision, supporting H1 and aligning with prior findings by Lauwrensia and Ariestya (2022) and Adinata and Sudarmiatin (2025) that narrative-based marketing meaningfully shapes purchase behavior. Descriptively, respondents indicated that Converse's storytelling was most effective in helping them grasp the intended message, while its ability to sustain curiosity and evoke emotional involvement throughout the narrative was comparatively weaker. This suggests that while Converse's storytelling succeeds in message clarity, there remains room to strengthen emotional pacing and narrative tension so that the story more consistently captures and retains audience attention, particularly among Generation Z consumers who favor fresh and contemporary visual narratives.

The Effect of Celebrity Endorsement on Purchase Decision (H2)

Celebrity endorsement was also found to have a positive and significant effect on purchase decision, consistent with Astuti et al. (2024), Barus et al. (2024), and Chandra and Mansur (2024). Respondents rated the endorsing influencers' broad societal reach and likeability most highly, indicating that the presence of a well-liked public figure enhances brand attractiveness and shapes a positive consumer perception toward Converse. However, trust in the specific information conveyed by the influencer scored comparatively lower, implying that Converse's endorsement strategy currently benefits more from an influencer's visibility than from their perceived credibility as an information

source — an area that broader, more mainstream endorsement partnerships could help address.

The Effect of Product Quality on Purchase Decision (H3)

Product quality was confirmed as the most dominant variable influencing purchase decision, consistent with Ardiansyah et al. (2023) and Arifin et al. (2022). Respondents rated Converse's product quality, design, and durability highly, and rated the consistency of that quality as its strongest attribute, while the fit between product benefits and individual consumer needs scored comparatively lower. This finding reinforces the notion that, in a competitive sneaker market, tangible product attributes — comfort, durability, and design — remain the primary rational basis on which consumers ultimately decide to purchase, even when supported by compelling storytelling and celebrity endorsement.

CONCLUSIONS AND RECOMMENDATIONS

Based on the analysis and discussion above, three conclusions can be drawn. First, storytelling marketing has a positive and significant effect on the purchase decisions of Converse consumers in DKI Jakarta, indicating that compelling narratives capable of generating emotional engagement and resonating with consumer experience encourage consumers to purchase Converse products. Second, celebrity endorsement has a positive and significant effect on purchase decision; the use of public figures with strong popularity, credibility, and attractiveness increases consumer trust and shapes a positive brand image, so that the more suitable the chosen endorser, the greater consumers' tendency to purchase. Third, product quality has a positive and significant effect on purchase decision and is the variable that contributes most strongly within this research model, indicating that comfort, durability, design, and fit with consumer needs are the primary considerations before purchase, such that improvements in perceived product quality translate directly into a higher likelihood of purchase.

Several practical recommendations follow from these findings. Converse's management is encouraged to refresh its storytelling narratives to better sustain audience curiosity and emotional engagement throughout the story, for example by tightening narrative pacing and strengthening the story's emotional arc for a Generation Z audience. In celebrity endorsement, Converse should consider broadening its roster toward mainstream public figures with high visibility while simultaneously reinforcing perceived credibility, for instance by pairing endorsers with more transparent, evidence-based product information. In terms of product quality, particular attention should be given to improving sole ergonomics and comfort, and to ensuring that product benefits are communicated more precisely against specific consumer needs. At the instrument level, although all measurement items met the validity threshold (outer loading > 0.70), several items recorded comparatively lower loadings and are recommended for refinement in future studies: the celebrity-endorsement item on influencer familiarity (outer loading = 0.741), the purchase-decision item on pre-purchase information awareness (outer loading = 0.712), the product-quality item on the fit between product characteristics and consumer

expectations (outer loading = 0.799), and the storytelling item on comprehension of the story's conclusion (outer loading = 0.763).

ADVANCED RESEARCH

This study is subject to several limitations that offer directions for future research. The sample was drawn using non-probability purposive sampling limited to 150 Converse consumers within DKI Jakarta, which constrains the generalizability of the findings to other regions or to the broader national consumer population. The cross-sectional design also captures consumer perceptions only at a single point in time, without accounting for changes in preference over a longer period. Future research is therefore encouraged to employ probability sampling techniques with a larger and more geographically diverse sample, to extend the model with additional variables such as price, brand image, or word of mouth, to examine potential mediating or moderating variables such as brand trust or brand image, and to consider a longitudinal design that can capture how the effects of storytelling marketing, celebrity endorsement, and product quality evolve over time.

ACKNOWLEDGMENT

The author would like to express sincere gratitude to Dr. Firman Fauzi, S.T., M.M., for his continuous guidance, direction, and time throughout the preparation of this research. Appreciation is also extended to Prof. Dr. Andi Adriansyah, M.Eng., Rector of Universitas Mercu Buana; Dr. Nurul Hidayah, M.Si., Ak., Dean of the Faculty of Economics and Business; Dudi Permana, M.M., Ph.D., Head of the Management Study Program; and the entire faculty of the Management Study Program of Universitas Mercu Buana for the knowledge and support provided. The author is also grateful to fellow students of the Management Study Program, Class of 2022, and to family for their unwavering encouragement, moral and material support, and prayers throughout the completion of this research.

REFERENCES

- Adawiyah, D. A., Aisyah, S., & Ramadhani, S. (2022). Pengaruh harga, kualitas produk dan celebrity endorser terhadap keputusan pembelian produk Ms Glow. *OIKONOMIKA: Jurnal Kajian Ekonomi dan Keuangan Syariah*, 3(2), 133–143. <https://doi.org/10.53491/oikonomika.v3i2.481>
- Adinata, A., & Sudarmiatin. (2025). The impact of FOMO on TikTok content marketing storytelling for One Piece comic purchase decisions. *International Journal of Economics and Management Sciences*, 2(2). <https://doi.org/10.61132/ijems.v2i2.649>
- Alfiah, S. (2024). Pengaruh celebrity endorsement terhadap purchase decision pada produk Wardah. *JBK: Jurnal Ilmiah Bisnis & Kewirausahaan*, 13(2).
- Ananda, P., Hendri, M. I., Purmono, B. B., & Rosnani, T. (2024). The impact of product quality and celebrity endorsement on purchase decision: Brand image as mediation. *Journal of Management Science (JMAS)*, 7(1), 354–365.

- Anastasya, A., Misjedi, N. B., Gunawan, M. J., Leo, M., & Tunjungsari, H. K. (2022). The impact of celebrity endorsement on brand equity and purchase decisions on Shopee during the COVID-19 pandemic.
- Aprilia, N., & Tukidi. (2021). Pengaruh kualitas produk, harga, dan citra merek terhadap keputusan pembelian sepatu Converse di Senayan City. *Jurnal Manajemen Universitas Satya Negara Indonesia*, 6(1).
- Ardiansyah, D. B. D., Aziz, N., & Fuadiputra, I. R. (2023). The effect of price, brand image, and product quality of purchase decision of Xiaomi smartphones. *Jamanika (Jurnal Manajemen Bisnis dan Kewirausahaan)*, 3(4), 338–345. <https://doi.org/10.22219/jamanika.v3i4.29479>
- Arifin, W., Marsudi, M., & Wijaya, R. (2022). The effect of product quality on purchase decision mediated by brand image in Zara women's bag consumers. *Jamanika (Jurnal Manajemen Bisnis dan Kewirausahaan)*, 2(4), 367–378. <https://doi.org/10.22219/jamanika.v2i04.23808>
- Astuti, A. P. W., Solikhah, E. W., & Musa, H. G. (2024). The influence of celebrity endorsement and hedonic shopping motivation on online purchasing decisions in Yogyakarta. *Bulletin of Innovation in Management (BIM)*, 2(1), 21–28. <https://doi.org/10.59247/bim.v1i1.3>
- Aulia Putri, A., Palilati, A., Sinarwaty, Yusuf, & Sabri, H. L. A. (2024). Pengaruh kualitas produk terhadap keputusan pembelian sunscreen Azarine melalui celebrity endorsement sebagai variabel intervening. *Jurnal Manajemen dan Kewirausahaan*, 16(2), 97–109.
- Azizah, Y. J., & Fikriyah, K. (2023). Pengaruh celebrity endorsement terhadap keputusan pembelian konsumen muslim pada produk Scarlett Whitening di Surabaya. *KOMITMEN: Jurnal Ilmiah Manajemen*, 4(1).
- Barus, H. B., Fadhilah, M., & Cahyani, P. D. (2024). The role of celebrity endorsers and brand awareness on purchasing decision through trust in e-commerce consumers in Yogyakarta. *Jurnal Manajemen Bisnis*, 11(1), 290–305. <https://doi.org/10.33096/jmb.v11i1.719>
- Chandra, S. M. P., & Mansur, A. (2024). Product quality, celebrity endorsements, brand image, and trust: Consumer purchase decisions. *Marketing and Business Strategy*, 2(1), 44–52. <https://doi.org/10.58777/mbs.v2i1.262>
- Chang, J. (2025). The mediating role of brand image in the relationship between storytelling marketing and purchase intention: Case study of PX Mart. *Future Business Journal*, 11(1), 23. <https://doi.org/10.1186/s43093-025-00447-4>
- Charis, J. C., Rotty, G. V., Wiraputra, A. L., & Parani, R. (2023). Kekuatan pemasaran digital: Analisis dampak iklan, celebrity endorsement, dan influencer marketing terhadap niat beli konsumen. *JKOMDIS: Jurnal Ilmu Komunikasi dan Media Sosial*, 3(3), 709–714. <https://doi.org/10.47233/jkomdis.v3i3.1217>
- Creswell, J. W., & Creswell, J. D. (2023). *Research design: Qualitative, quantitative, and mixed methods approaches* (6th ed.). SAGE.
- Databoks. (2022). Preferensi konsumen dalam pembelian produk di e-commerce dan toko fisik. Katadata Databoks.
- Databoks. (2023). Merek sneaker paling disukai masyarakat Indonesia. Katadata Databoks.

- Databoks. (2025). Pertumbuhan nilai pasar industri sepatu di DKI Jakarta. Katadata Databoks.
- Fitri, I. A., Wijaya, R., & Nurjannah, D. (2022). The effect of celebrity endorser, brand image, and product quality on the purchase decision of Sariayu Martha Tilaar cosmetics. *Jamanika (Jurnal Manajemen Bisnis dan Kewirausahaan)*, 2(4). <https://doi.org/10.22219/jamanika.v2i04.23833>
- Ghozali, I., & Kusumadewi, K. A. (2023). Partial least squares: Konsep, teknik dan aplikasi menggunakan program SmartPLS 4.0 (1st ed.). Yoga Pratama.
- Hair, J. F., Jr., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Partial least squares structural equation modeling (PLS-SEM) using R. Springer Nature Switzerland. <https://doi.org/10.1007/978-3-030-80519-7>
- Khoirunisa, A., & Saputro, E. P. (2024). Pengaruh celebrity endorsement dan electronic word of mouth (e-WOM) terhadap minat beli pada produk Avoskin dimediasi oleh citra merek. *Jurnal Riset Ekonomi dan Bisnis*, 3, 196–215.
- Kotler, P., Armstrong, G., & Balasubramanian, S. (2024). Principles of marketing (19th ed., Global ed.). Pearson.
- Lauwrensia, A. P., & Ariestya, A. (2022). Green celebrity endorsement: Influencing consumer purchase decision through environmental consciousness. *Jurnal Komunikasi Profesional*.
- Lestari, A., & Aslami, N. (2022). Perilaku konsumen asuransi terhadap keputusan pembelian. *Mimbar Kampius: Jurnal Pendidikan dan Agama Islam*. <https://doi.org/10.17467/mk.v21i1.873>
- Martini, A. N., Feriyansyah, A., & Venanza, S. (2021). Pengaruh kualitas produk terhadap keputusan pembelian handphone Oppo di Kota Pagar Alam. *Jurnal Aktiva: Riset Akuntansi dan Keuangan*, 3(1), 44–53.
- Mavilinda, H. F., Putri, Y. H., & Nazaruddin, A. (2023). Is storytelling marketing effective in building customer engagement and driving purchase decisions? *Jurnal Manajemen Bisnis*, 14(2), 274–296. <https://doi.org/10.18196/mb.v14i2.17830>
- Nabil, M., Khaled, H., Taher, H., Ayman, M., Ashoush, N., & Shawky, R. (2022). Celebrity endorsement and its impact on purchase intention of luxurious brands. *The Business and Management Review*, 13.
- Noviani, R., Nursanti, A., Noviasari, H., & Siregar, A. (2023). The impact of celebrity endorsement, product quality, and brand image on purchasing decisions and customer satisfaction of MS Glow products in Pekanbaru City: A formal analysis. *West Science Interdisciplinary Studies*, 1(10).
- Nuranindya, D., Berto, A. R., & Wahyu, A. Y. M. (2023). Optimisme saat pandemi: Strategi storytelling pada video promosi destinasi pariwisata super prioritas. *Jurnal Studi Komunikasi (Indonesian Journal of Communications Studies)*, 7(2), 637–661. <https://doi.org/10.25139/jsk.v7i2.5446>
- Rachmaningtyas, P., & Surianto, M. A. (2022). Pengaruh celebrity endorser, daya tarik iklan, dan kualitas produk terhadap keputusan pembelian. *Jurnal Ekobistek*, 389–396. <https://doi.org/10.35134/ekobistek.v11i4.459>
- Rahmad Hidayat, R., & Rayuwanto. (2022). The influence of price and product quality on the purchase decision. *KEIZAI*, 3(2), 105–116.

- Rahmani, R. G., Bursan, R., & Wiryawan, D. (2022). Pengaruh celebrity endorsement, brand image dan brand trust terhadap keputusan pembelian produk (studi pada Somethinc by Irene Ursula). *Jurnal Ekombis Review*, 10(14).
- Romadhon, M., & Mahmud. (2024). Analisis proses pengambilan keputusan pembelian konsumen.
- Schugar, J., Penny, C., Glatt, H., Hudson, A., Le, T., Mangano, S., & McQuiston, V. (2006). *The digital storytelling handbook*.
- Sedana, I. M. R. A., & Mahyuni, L. P. (2024). The influence of celebrity endorsers, brand image, and brand awareness on purchase decisions with purchase interest as a product mediator of MS Glow for Men. *Quantitative Economics and Management Studies*, 5(4), 953–960. <https://doi.org/10.35877/454ri.qems2802>
- Sugiyono. (2023). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Suryadi, P., Ramdan, A. M., & Jhoansyah, D. (2024). Dimensi dan indikator keputusan pembelian konsumen.
- Top Brand Award. (2024). Top Brand Index: Kategori sepatu sneakers. topbrand-award.com.
- Ulinnuha, M., Nurlenawati, N., & Triadinda, D. (2024). Pengaruh influencer endorsement terhadap keputusan pembelian produk Hayuka Beauty Skincare (studi kasus di Kota Karawang). *Jurnal Ilmiah Pendidikan Ekonomi*, 9(2).
- Yulianto, A., Setiadi, R., Ahmatang, Prihantini, C. I., & Ramadhan, R. N. (2024). *Manajemen pemasaran*. Universitas Muhadi Setiabudi.
- Yusuf, Attika Tiau, A., Amin, M., & Mustamin, H. (2021). Peningkatan keputusan pembelian melalui celebrity endorsement, kualitas produk dan citra merek. *Journal of Technopreneurship on Economics and Business Review*, 2(2).
- ZA, T., Robiansyah, Darma, & Achmad. (2021). Storytelling marketing, content marketing, and social media marketing on the purchasing decision. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 4(3). <https://doi.org/10.33258/birci.v4i3.2150>