

THE EFFECT OF BRAND AWARENESS, SOCIAL MEDIA MARKETING AND BRAND ASSOCIATION ON THE PURCHASE DECISION OF LOCAL SHOES PRODUCTS COMPASS

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THE EFFECT OF BRAND AWARENESS, SOCIAL MEDIA MARKETING AND BRAND ASSOCIATION ON THE PURCHASE DECISION OF LOCAL SHOES PRODUCTS COMPASS

1

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Abstract: Shoes are the most frequently purchased item by the public, this is because shoes are now not only a necessity for everyone who functions as footwear, but more than that, by following the flow of development, shoes now have a new function, namely for daily needs. lifestyle, one of the local brands that many people choose is Compass. This study aims to determine the effect of brand awareness, social media marketing, and brand association variables on purchasing decisions for local Compass shoe products. The sample was chosen by the people of Bekasi who have never made a decision to buy local shoes from Compass. The data used is primary data, data collection is done by distributing questionnaires to 100 respondents. The test tools used are validity test, reliability test, classic assumption test, multiple linear regression analysis, t test, f test, and the coefficient of determination and the data is processed using SPSS v25 software.

The results of this study indicate that brand awareness partially has a significant effect on purchasing decisions, social media marketing variables partially have a significant effect on purchasing decisions, brand association variable partially have a significant effect on purchasing decisions while brand awareness, social media marketing and brand association partially Simultaneously influence the decision to purchase local Compass shoe products.

Keywords: brand awareness, social media marketing, brand association, purchase decision

INTRODUCTION

The types of shoes that have become a trend in recent years, namely sneakers, local brands that focus on sneakers have spread widely in Indonesia and many of these brands have used social media as promotional and sales media. One of the sneakers brands that has been trending recently is Compass, Compass is a local brand engaged in fashion, namely shoes, especially sneakers, which was founded in 1998 and originates from the city of Bandung. Compass is a local brand that has been around for a long time but started to be very hotly discussed at the beginning of the pandemic. this is proven by the fact that their products always sell out in just a few minutes at exhibitions, events, sneakers in collaboration with several influencers and sneakers lovers who are always willing to fight over products from Compass. This local product is able to attract the attention of consumers, especially millennials who are very active on social media.

The compass shoe brand has a series of business activities such as production, marketing, sales that continue to change from year to year. Changes in business activities and decreased sales and profits can cause concern for the company, therefore adaptation is needed in changes in business activities starting from expanding sales areas through social media and marketplaces, improving marketing communications and strengthening channels can be a solution so that companies can increase production and avoid losses. Compass products themselves experienced an increase in production at the start of the pandemic.

LITERATURE REVIEW

Marketing

With regard to brand awareness, social media, brand association with purchasing decisions, according to Kotler and Keller (2016) Marketing is a societal process by which individuals and groups obtain what they need and want to offer, create, and freely exchange products and services that value with others.

Brands

According to Keller (2009) at the American Marketing Association (AMA), a trademark is a name, term, symbol, or design, or a combination thereof, intended to identify the goods or services of one person or a group of suppliers and differentiate them from competitors.

Definition of Brand Awareness

Brand awareness is the ability of consumers to recognize or remember a brand as part of a certain product category. Consumers are more likely to like or buy well-known brands because they feel safe and trust the brand (Durianto et al., 2017). Most of them believe that famous brands can be trusted and quality can be proven.

Brand Awareness Indicator

according to Humdiana Rangkuti (2009) that brand awareness has 4 dimensions of brand awareness experienced by consumers, as follows: a) Unaware of Brand (not aware of the brand): the lowest level in the pyramid of brand awareness, where consumers are not aware of the existence of a brand. b) Brand Recognition: the minimum level of brand awareness, in which brand recognition appears again after being reminded again through assistance (aided recall). c) Brand Recall: unaided recall of the brand. d) Top of Mind: a brand that is mentioned for the first time by consumers or that first appears in the minds of consumers

Definition of Social Media Marketing

Social media marketing includes efforts to use social media to convince consumers of a company, to use valuable products and/or services (Ward, 2010), Rognerud (2008) states that social media marketing is a form of Internet marketing that seeks to achieve marketing and communication goals. brand by participating in other social media networks together.

Social Media Marketing Indicators

There are several dimensions to measure social media marketing. According to Gunelius in Mileva & Fauzi DH (2018) there are four elements as indicators of social media marketing, namely: 1. Content Creation Interesting content will form the basis of the strategy for implementing social media marketing. The content created must be as attractive as possible and represent the personality of the business in order to be trusted by consumers. 2. Content Sharing Sharing content with social communities will help expand business networks and be able to reach a broad online audience. 3. Connecting Social networks allow a person to meet many people who have the same interests. This extensive network will build relationships that can lead to more business. And also honest communication must be considered when conducting social networking communications. 4. Community Building social web is a large online community where there is communication from every individual between people who live around the world by utilizing technology.

Brand Association

According to Khasanah (2013), if a brand has a positive brand association it will make it easier for consumers to process and recall information about the brand, which can be useful for making purchasing decisions by consumers. In addition, Khasanah (2013) revealed that brand association can influence consumers in making purchasing decisions by increasing reasons for buying through a sense of fit.

Brand Association Indicator

According to Firmansyah (2019), several dimensions or indicators of brand association include the following:

1. Product attributes: Attributes will indicate the specific characteristics of the product which will strengthen the product's image as a brand that has certain characteristics. 2. Intangible attributes: The image attached to a product will be associated by many consumers as a certain advantage that has a value as an attribute that is not physically tangible. 3. Benefits for customers: The brand of a product will make it easier for consumers who will need a product according to the specifications and benefits desired by the customer. 4. Relative price: Consumers will appreciate the value of the product not only for its benefits, but they will assess the high and low prices

a product relatively on the basis of branded or not a product. 5. Use: The use of a product is associated by consumers related to the use and method of use attached to the brand of a product. 6. Users: Consumers have certain habits in choosing product characters that suit their needs on the basis of the brand they image. 7. Celebrity:

Brand image will determine the positioning of a product as a differentiator from other similar products that is attached to certain people and certain classes such as celebrities and other well-known people. 8.

Lifestyle/personality Products selected on the basis of brand association reflect consumers who have a certain personality according to their lifestyle (life style).

2

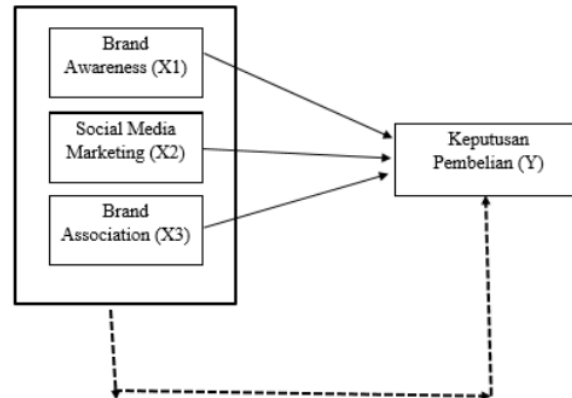
Buying decision

According to Kotler and Armstrong (2012), purchasing decision behavior refers to the final purchasing behavior of consumers, both individuals and households who buy goods and services for personal consumption. Consumer behavior is the basis for making purchasing decisions, when a product has a high selling price it is very difficult to make a decision and reconsider it, while a product with a low selling price can make a decision easily. A consumer is someone who consumes a product or service, which depends on their needs, income and habits.

Purchasing Decision Indicator

As for several dimensions of purchasing decisions as stated by Kotler and Gary Armstrong (2016) the dimensions that are indicators of purchasing decisions are: 1. Selection of Products/Services, Choice of products/services is the reason why consumers choose these products/services to meet their needs. 2. Brand Selection Brand selection is how the brand positions itself in the form of consumers, including a unique brand image of the product/service. 3. Time Selection, Time is one of the important things for consumers to decide when to buy a product/service. 4. Choice of Method/Method, Payment At this stage the consumer must choose a method or method of payment in making a product purchase.

Research Model



H1: Brand awareness has a positive effect on the decision to purchase local compass shoe products

H2: Social media has a positive effect on purchasing decisions for Compass local shoe products

H3: Brand association has a positive effect on the decision to purchase local compass shoe products

H4: Brand awareness, social media, brand association have a positive effect on the decision to buy local compass shoes

RESEARCH METHOD

Types of Research and Descriptions of Research Populations (Objects).

The type of research used in this research is quantitative research. The subjects in this study were consumers who had never purchased Compass products. The population used in this study are consumers who have never purchased Compass shoes.

Sampling technique

The sampling technique used in this study is a non-probability sampling method. The size of the population in the study could not be known with certainty and to facilitate this research a formula was used to measure the number of samples according to Rao Purba (2006). Based on the results of these calculations, it is known that the results of the sample size of 96.04 can be rounded up to 100. So the number of sample members needed in this study is 100 respondents.

Data collection technique

The data collection technique used in this study was by distributing questionnaires (questionnaire) to be able to produce and process data in an appropriate and valid manner. The questionnaire that will be used in this study is a closed model, meaning that the respondents answer according to the answers provided and the measurement of this study uses a Likert Scale.

RESULTS AND DISCUSSION

No	Variable	Statement	r hitung	r table	Information
1.	Brand Awareness	Statement 1	0,831	0,196	VALID
		Statement 2	0,826	0,196	VALID
		Statement 3	0,673	0,196	VALID
		Statement 4	0,724	0,196	VALID
		Statement 5	0,821	0,196	VALID
2.	Social media marketing	Statement 1	0,634	0,196	VALID
		Statement 2	0,746	0,196	VALID
		Statement 3	0,591	0,196	VALID
		Statement 4	0,710	0,196	VALID
		Statement 5	0,769	0,196	VALID
3.	Brand association	Statement 1	0,701	0,196	VALID
		Statement 2	0,761	0,196	VALID
		Statement 3	0,661	0,196	VALID
		Statement 4	0,588	0,196	VALID
		Statement 5	0,640	0,196	VALID
4.	Keputusan pembelian	Statement 1	0,706	0,196	VALID
		Statement 2	0,735	0,196	VALID
		Statement 3	0,800	0,196	VALID
		Statement 4	0,756	0,196	VALID
		Statement 5	0,779	0,196	VALID

In the table of validity of the statement instrument above it is known that all question items are declared valid because all r count values for each statement item are greater than r table, namely 0.1966

Reliability Test

Variable	Cronbach's Alpha	Reliable Value	Information
Brand awareness (X1)	0,835	0,60	Reliabel
Social media marketing (X2)	0,723	0,60	Reliabel
Brand association (X3)	0,695	0,60	Reliabel
Keputusan pembelian (Y)	0,810	0,60	Reliabel

Berdasarkan table di atas di dapat hasil dari ke empat Variable memiliki nilai Cronbach's Alpha > 0, 60. Dan dapat disimpulkan bahwa semua Statement yang ada adalah reliabel.

Based on the table above, the results of the four variables have a Cronbach's Alpha value > 0.60. And it can be concluded that all existing statements are reliable.

Classic assumption test**Normality test**

Table One-Sample Kolmogorov-Smirnov Test (SPSS25)

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,38868643
Most Extreme Differences	Absolute	,129
	Positive	,129
	Negative	-,086
Test Statistic		,129
Asymp. Sig. (2-tailed)		,000 ^c
Exact Sig. (2-tailed)		,067
Point Probability		,000

It can be seen in the table above that the Exact Sig (2-tailed) is 0.067, so the value is $0.067 > 0.05$ so that in this study the data is normally distributed.

Multicollinearity Test**Multicollinearity Test Results****Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-,820	1,329		-,617	,539		
	Brand Awareness	,295	,053	,367	5,571	,000	,558	1,791
	Social media marketing	,207	,090	,175	2,301	,024	,416	2,401
	Brand association	,549	,088	,456	6,237	,000	,453	2,207

a. Dependent Variable: Keputusan Pembelian

In the table above, it is known that the tolerance values and VIF values for the four variables have tolerance values > 0.10 and VIF values < 10 . So it can be concluded that there is no multicollinearity between independent variables in this study.

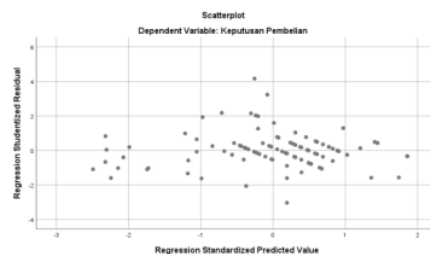
Heteroscedasticity Test

Figure 1 . Heteroscedasticity Test Results

The figure above shows that there is no clear pattern, the points spread above and below zero on the Y axis. This shows that there is no indication of heteroscedasticity in the regression model.

Multiple Linear Regression Analysis

The results of multiple linear regression analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.820	1,329		-.617	,539
	Brand awareness	,295	,053	,367	5,571	,000
	Social media marketing	,207	,090	,175	2,301	,024
	Brand association	,549	,088	,456	6,237	,000
a. Dependent Variable: Keputusan pembelian						

From the table above, the regression equation for brand awareness, social media marketing, and brand association variables for purchasing decisions is obtained as follows:

$$Y = -0.820 + 0.295 X_1 + 0.207 X_2 + 0.549 X_3 + e$$

Purchasing Decision :Y

Constant : 0.772

Brand Awareness Regression Coefficient: 0.117

Social Media Marketing Regression Coefficient: 0.370

Brand Association Regression Coefficient: 0.440

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.820	1,329		-.617	,539
	Brand awareness	,295	,053	,367	5,571	,000
	Social media marketing	,207	,090	,175	2,301	,024
	Brand association	,549	,088	,456	6,237	,000
a. Dependent Variable: Keputusan pembelian						

T Test (Partial)

Based on the table it can be concluded that the variables Brand Awareness, Social Media Marketing, Brand Association have a partial effect on purchasing decisions. The following will explain further about the results of testing each variable partially:

1. Test the Brand Awareness Hypothesis (X1)

It is known that the t value is 5.571 so that H1 is accepted and H0 is rejected, because t count is greater than t table $5.571 > 1.984$ with a significance of $0.000 < 0.05$. This shows that "Brand Awareness" partially has a significant effect on the decision to purchase Compass products.

2. Test the Social Media Marketing Hypothesis (X2)

It is known that the t value is 2.301 that H1 is accepted and H0 is rejected, because t count is greater than t table $2.301 > 1.984$ with a significance of $0.0024 < 0.05$. This shows that "Social Media Marketing" partially has a significant effect on the decision to purchase Compass products.

3. Test the Brand Association Hypothesis (X3)

It is known that the t value is 6.237 so that H0 is rejected and Ha is accepted, because t count is greater than t table $6.237 > 1.984$ with a significance of $0.000 < 0.05$. This shows that "Brand Association" partially has a significant effect on purchasing decisions for Compass products.

7 Test (Simultaneous)

Simultaneous Test Results (F)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	630,793	3	210,264	105,729	,000 ^b
	Residual	190,917	96	1,989		
	Total	821,710	99			
a. Dependent Variable: Keputusan pembelian						
b. Predictors: (Constant), Brand association, Brand awareness, Social media marketing						

8
Based on table 7 above, it is known that the calculated F value is $105.729 > F_{table} 2.699$ with a significant level of $0.000 < 0.05$. it can be concluded that the independent variables Brand awareness, Social media marketing, Brand association have an influence together or simultaneously on purchasing decisions.

Coefficient of Determination (R2)

Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,876 ^a	,768	,760	1,41022
a. Predictors: (Constant), Brand association, Brand awareness, Social media marketing				

6
Based on the table above, it is known that the adjusted R square is 0.760, this means that the influence of Brand awareness, Social media marketing, Brand association variables simultaneously on the Purchase Decision variable is 76.0% while the remaining 24.0% is influenced by other variables that are not described in this study such as promotion, service, price and so forth.

CONCLUSION

Based on the results of analysis and discussion of data through research calculations, it can be concluded as follows:

1. Brand awareness has a significant effect on the decision to purchase Compass shoe products.
2. Social media marketing has a significant effect on the decision to purchase Compass shoe products.
3. Brand association has a significant effect on the decision to purchase Compass shoe products.
4. Simultaneously Brand awareness, Social media marketing, and Brand association have a significant effect on the decision to purchase Compass shoe products.

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