PENGARUH CITRA MEREK, IKLAN MEDIA SOSIAL DAN KUALITAS PRODUK TERHADAP NIAT MEMBELI VANS DI BOGOR

THE INFLUENCE OF BRAND IMAGE, SOCIAL MEDIA ADVERTISING AND PRODUCT QUALITY TOWARD PURCHASE INTENTION OF VANS IN BOGOR

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ABSTRAK

Persaingan dalam industri sepatu di Indonesia saat ini sangat tinggi, mulai dari merek lokal maupun luar negeri. Sehingga mendorong persaingan menjadi semakin ketat. Begitu juga dengan brand sepatu Vans yang namanya sudah tidak asing lagi bagi sebagian besar masyarakat khususnya remaja dan dewasa. Dengan terus mempertahankan dan terus menarik konsumen, banyak faktor yang dapat mempengaruhi salah satu faktornya yaitu citra merek, iklan media sosial dan kualitas produk. Penelitian ini bertujuan untuk mengetahui pengaruh yang signifikan citra merek, iklan media sosial, kualitas produk terhadap minat beli konsumen Vans di kota Bogor. Metode yang digunakan dalam penelitian ini adalah kuantitatif dengan penelitian deskriptif dan kausal. Teknik pengambilan sampel yang digunakan adalah teknik non probability sampling dengan teknik purposive sampling dengan jumlah sampel sebanyak 150 konsumen. Berdasarkan hasil penelitian disimpulkan bahwa citra merek Vans di Kota Bogor termasuk dalam kategori sangat baik dan iklan media sosial, kualitas produk dan niat beli Vans di Kota Bogor termasuk dalam kategori baik. Selain itu, hasil penelitian menunjukkan bahwa citra merek berpengaruh positif signifikan terhadap niat beli, iklan media sosial berpengaruh positif signifikan terhadap niat beli dan kualitas produk berpengaruh positif signifikan terhadap niat beli.

Kata kunci: Citra Merek, Iklan Media Sosial, Kualitas Produk, Niat Beli.

ABSTRACT

The competition in the shoe industry in Indonesia is currently very high, starting from local and foreign brands.Thus, it encourages competition to become increasingly fierce. Likewise with the Vans shoe brand whose name is familiar to most people, especially teenagers and adults. By continuing to maintain and keep attracting consumers, many factors can influence one of the factors, namely brand image, social media advertising and product quality. Thisstudy aims to determine the significant influence of brand image, social media advertising, product quality on consumer buying interest in Vans in Bogor city. The method used in this research is quantitative with descriptive and causal research. The sampling techniqueused is a non-probability sampling technique with a purposive sampling technique with a total sample of 150 consumers. Based on the results of the study, it was concluded that the brand image of Vans in Bogor City was included in the very good category and social media advertising, product quality and purchase intention of Vans in Bogor City were included in the good category. In addition, the results show that brand image has a significant positive effect of urchase intention, social media advertising has a significant positive effect on purchase intention and product qualityhas a significant positive effect on purchase intention.

Keywords: Brand Image, Social Media Advertising, Quality Product, Purchase Intention.
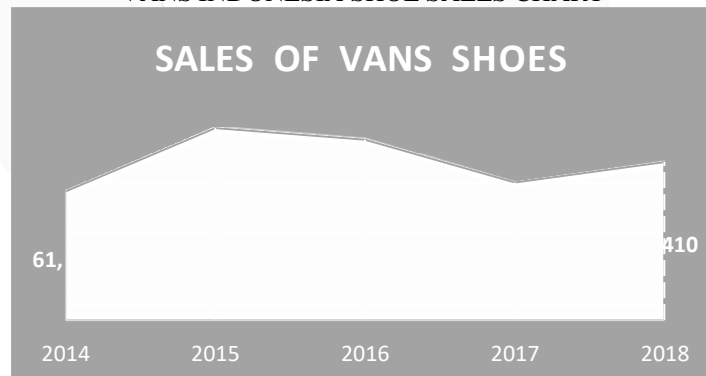
1. **INTRODUCTION**

1.1 Background of The Study

   The fast development of information and internet technology has brought changes in all aspects of life, one of which is encouraging the growth of the fashion industry. The presence of the internet makes it easy for fashion business actors to market their products to consumers through various platforms, both online social media and e-commerce media. In addition, the internet can also help consumers find information quickly about fashion that is becoming a trend [1]. fashion is also a business that often follows the trends of the times in the world. This trend will be seen when someone shows their identity and social status by showing what they are wearing. Responding to this statement, then the next thing is about how manufacturers seize these opportunities and respond by creating fashion products that continue to be a trend that always follows the changing times [2].

   Among the various accessories that support appearance for men or women, in addition to bags, watches, glasses, and other accessories, shoes are also considered as an inseparable part, because in addition to protecting the feet from dirt or avoiding possible injuries, In this modern era, other functions of shoes are also an important part of fashion. In addition, now shoes have become part of the lifestyle as well as bags for women or watches for men. Another use is that shoes can also make the wearer more confident [3]. In Indonesia, there are actually many similar events that have high enthusiasm, such as the Urban Snekers Society, SneakerShow, Jogja Sneakers Market, and Solevacation. This event is a place for sneakers lovers to fulfill their desires or desires to collectc products, both classic and up-to-date which are being discussed [4].

   The competition in the shoe industry in Indonesia is very high, starting from local and foreign brands. Therefore, that competition is getting tougher. Responding to this, companies will certainly compete with each other to provide more value from the products they create so that consumers become more interested. Such as Vans shoe brand whose name is familiar to most people, especially teenagers and adults. Vans is a shoe company from California, America founded by Paul Van Doren in 1966. Vans are sneakers made from canvas prints and rubber soles [5]. In addition, the efforts by Vans to attract consumers' interest is by conducting promotions in various activities, one of which is through annual events such as the "Vans Warped Tour" which is a music festival tour from one city to another. The event involved many Artists and Bands with Vans as the main sponsor. The festival is also able to attract the attention of especially young people to tens of thousands of visitors. But not only music festivals, on the same occasion, Vans also sells products directly [6]. In their journal reveal that the various activities that have been carried out have made Vans the most popular brand among young people today [7].

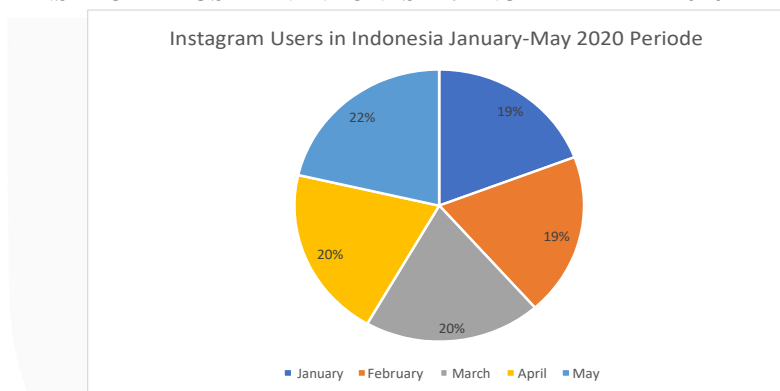TABLE 1.1
VANS INDONESIA SHOE SALES CHART

source : (Raafi, 2019)

From this data, it is known that there have been fluctuations in sales of Vans sneakers in the last 5 years starting in 2014. The highest sales occurred in 2015 with a total of 91,446 pairs of shoes, but in the next two years, sales continued to decline. Meanwhile, the upward trend again occurred in 2018 with total sales of 75,410 pairs. The data illustrated that there are many possibilities that can affect the fluctuations that occur. One of the reasons has been stated by a retail market analyst, Matt Powell from the NPD Group who revealed that the factor of high interest in fashion products happen when retro fashion trends and streetwear fashion soar in society, Matt Powell added that many people are now starting to switch to using products sport or similar for various activities. The more casual a product looks, the better sales are predicted [8]. However, if we are looking at the existing sales data, especially in Indonesia, it is necessary to study more deeply how the company is trying to make the public's interest in buying Vans shoes continue to show an increase in addition to the fact that there have been many other competing brands, both local and foreign, that offer retro and streetwear fashion. As the image, you want to build. Safko in the journal reveals that building the image of a company will not only have a positive impact on sales but also have a persuasive effect in terms of consumer buying interest [9].

Through the internet technology, anyone can easily access various social media to not only communicate or find the information they need but according to Thoyibie social media can also be used by business people as an effective marketing tool. Demers in added that one of the benefits of social media as a marketing channel is to increase brand awareness and brand image. Some of these statements, it shows that social media can be an alternative for a brand to share information about the products offered and strengthen customer relationships with consumers to get feedback about the products offered [10]. One of the social media that is widely used in almost all parts of the world is Instagram. Instagram is now considered as one of the social media that has potential for online shop owners in marketing their products. This refers to data released by Napoleon Cat (Social Media Analytics) which states that in the January-May 2020 period, Instagram users in Indonesia reached 69.2 million (69.270,000) [11].

TABLE 1.2
INSTAGRAM USER IN INDONESIA JANUARY – MAY 2020 PERIODE

Source: (goodnewsfromindonesia.id)

Vans certainly maximize this opportunity by using Instagram as its marketing medium. It is also known that until now there are as many as 1 million followers on his Instagram social media. The posts numbered 1751 consisting of photos and videos. From these, Vans posts about their advertising content with people who use their products, ranging from celebrities, collaborations with sports figures, behind the scenes stories from various activities carried out by Vans, as well as interesting promotions for invite consumers to enter the Instagram account.

The commitment that Paul Van Doren and his three colleagues continue to make in making good quality shoes has been maintained since Vans produced their first shoe, the Authentic Vans. Along with its development, Paul and his colleagues always listen to the advice given by both their employees and young people who are their targets so that then many new products appear. The benefits of Vans products, especially by skateboarders, are in the Era, Sk8-Hi, and Oldskool type shoes where the quality is felt to be able to support their activities and make it easier to perform tricks and difficult maneuvers on the skateboard arena. It's no wonder that until now many ordinary people have used the three types of Vans and have become Vans' superior products. With the hard work that has been done, one of which is by paying attention to the quality

of the products built, Vans then received several awards from Forbes in 2000 and then in 2001 received a similar award as "America's Best Small Companies" [12]. Vans continue to innovate and develop their business and become one of the largest shoe industries in the world that is able to compete with superior products such as Nike, Adidas and other large industries. But along with its success, now many Vans products have been faked and sold at much cheaper prices. Apart from the sluggishness of the law in Indonesia that regulates this, one of the factors causing the discovery of many counterfeit Vans products is due to the high prices offered by manufacturers or official retailers, then colliding with the financial capabilities of some consumers. The amount of potential interest in Vans shoes can be maximized by utilizing the use of social media which is currently the most effective marketing medium in marketing products, in addition to being able to inform various promotions and activities carried out by the company, social media can also be a means of education for consumers in order to differentiate genuine and fake products [14].

From the background above, the researchers are interested in conducting research with the title "THE INFLUENCE OF BRAND IMAGE, SOCIAL MEDIA ADVERTISING AND PRODUCT QUALITY TOWARD PURCHASE INTENTION OF VANS IN BOGOR".

1.2 Statement of The Problems

a. How is the brand image of Vans shoe in Bogor city?
b. How is sosial media advertising of Vans shoe in Bogor city?
c. How is quality product of Vans shoe in Bogor city?
d. How is the purchase intention of Vans shoe in Bogor city?
e. Does brand image influence purchasing intention of Vans shoe in Bogor city?
f. Does quality product influence purchasing intention of Vans shoe in Bogor city?
g. Does social media advertising influence purchasing intention of Vans shoe in Bogor city?

1.3 Porpose of The Study

a. To find out the brand image of Vans products in Bogor City.
b. To find out the social media advertising of Vans products in Bogor City.
c. To find out the product quality of Vans products in Bogor City.
d. To find out the purchase intention of Vans products in Bogor City.
e. To find out the effect of brand image on purchasing intention of Vans shoe in Bogor City.
f. To find out the effect of quality product on purchasing intention of Vans shoe in Bogor City.
g. To find out the effect of social media advertising on purchase intention of Vans shoe in Bogor City.

2. LITERATURE RIVIEW
2.1 Marketing

Marketing is a societal process by which individuals and groups obtain what they need and want to create by creating, offering, and freely exchanging products and services of value with others [13].

2.2 Brang Image

Brand image can be considered as a type of association that appears in the minds of consumers when remembering a particular brand. These associations can simply appear in the form of certain thoughts or images associated with a brand, just as when we think about other people. This association can be conceptualized based on type, support, strength, and uniqueness [14].

2.3 Instagram Advertising Media

a. Exposure is one of the core benefits of social media that allows the company to improve brand awareness through EWord-of-Mouth.
b. Consumer Engagement, Customer engagement takes place when users co-create the brand online, like and share social media contents.
c. Fan Loyalty, Creating fan loyalty is about driving customer to act as brand ambassadors, spread the positive EWord-of-Mouth which encourage peers to join the online brand community.
d. Influence, Influence on social media involves engaging the potential customers through loyal fans leading to higher purchase choice of consumers. Loyal fans could draw the attention of their peers to like the brand.
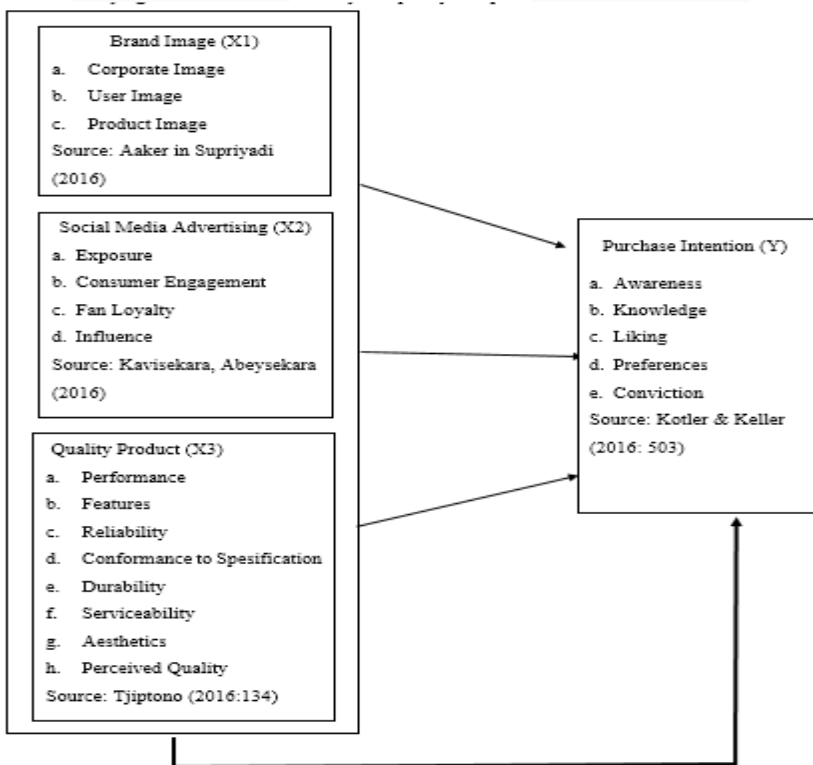
2.4 Product Quality

The role of product quality plays an important role in today's business competition. This situation affects product quality which directly affects human needs. The tendency of consumers to choose quality products encourages producers to try to maintain a good reputation by always maintaining the quality of the goods produced [13].

2.5 Purchase Intantion

Purchase intention a consumer behavior that appears in response to objects that show a person's desire to buy. Real needs and wants are not easy to identify [15]. Purchase intention is the desire of consumers before planning to buy a product. Purchase intention reflects the desire and desire of consumers to buy a product [16]. Purchase intention is how likely it is for consumers to buy a brand and service or how likely it is for consumers to switch from one brand to another. If the benefits are greater than the sacrifice to get it, the impulse to buy is higher [13].

2.6 Research Framework

2.7 Research Hypothesis

Based on the problem formulation and empirical studies that have been done before, the hypotheses proposed in this study are:

H1: Brand image has a positive effect on purchasing intention.

H2: Social Media Advertising has a positive effect on purchasing intention.

H3: Quality Product has a positive effect on purchasing intetion.

H4: Brand image, Social Media Advertising and Quality Product has a

positive effect on purchasing intention

3. METHOD OF RESEARCH
3.1 Types of Research

The method used in this study is a quantitative method, which explains that quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing the hypothesis [17]. The purpose of this study is an explanatory survey method that explains the causal relationship and hypothesis testing. Most of the research that the authors review is in the form of national and international journals. In addition to the items in this study, the authors try to analyze descriptive descriptions and the relationship between variables (correlation) and test whether the relationship between variables carried out in previous studies also occurs in the object of the author's research this time.

3.2 Population and Sample

Population

The population in this study are Vans Instagram followers who will buy Vans shoes in Bogor City. This population was chosen because there were several questions about Vans and Instagram that required respondents to know well about the platform in detail [25].

Sample

The population in this study are consumers who will buy Vans in Bogor whose number is not known with certainty, so the sampling technique used is the Bernoulli formula:

$$n = \frac{Z^2 pq}{e^2}$$

$$n = \frac{(1.96)^2.0,5.0,5}{0,1^2}$$
$$n = \frac{0,9604}{0,1}$$
$$n = 96,04$$

From the results of the calculations above, the minimum sample in this research was 96,04.

4.   RESEARCH RESULTS AND DISCUSSION

4.1 Descriptive Analysis Results

Respondents' Responses Regarding
Based on the results of a descriptive analysis of brand image it is already in the very good category with a percentage of 85,14%. So, with this percentage value, it can be concluded that Vans shoes have a very good brand image.

Respondents' Responses Regarding Social Media Advertising
Based on the results of the descriptive analysis of the social media advertising it is already in the good category with the proportion of 77,71%. So, with this percentage value, it can be concluded that Vans has carried out advertising activities on its Instagram social media well.

Respondents' Responses Regarding Product Quality
Based on the results of the descriptive analysis of the product quality it is already in the good category with a proportion of 80,42%. So, with this percentage value, it can be concluded that the product quality of Vans brand shoes is good.

Respondents' Responses Regarding Purchase Intention
Based on the results of the descriptive analysis of the product quality it is already in the good category with a proportion of 80,83%. So, with this percentage value, it can be concluded that Vans has a good interest in buying products.

4.2 Multiple Linear Regression Analysis Test Results

TABLE 4.1

T TEST RESULTS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.168	.338		.497	.620
	Brand Image	.454	.079	.409	5.764	.000
	Media Social Advertising	.170	.080	.167	2.135	.034
	Quality Product	.256	.086	.231	2.981	.003

a. Dependent Variable: Purchase Intention
Source: SPSS 20 Processing Results, 2021

Based on table 4.1 above, it can be seen that:

a.   The brand image variable (X1) has Tcount (5.764) > Ttable (1.65543) and a significance level of 0.000 > 0.05, so H0 is accepted. Therefore, it can be concluded that partially there is a significant influence of brand image (X1) on purchase intention (Y).

b. The social media advertising variable (X2) has Tcount (2.135) > Ttable (1.65543) and a significance level of 0.03 <0.05, so H0 is rejected. Therefore, it can be concluded that partially there is a significant effect of social media advertising (X2) on purchase intention (Y).

c. The variable quality product (X3) has Tcount (2.981) > Ttable (1.65543) and a significance level of 0.00 > 0.05, so H0 is accepted. Therefore, it can be concluded that partially there is no significant effect of product quality (X3) on purchase intention (Y).

TABLE 4.2

F TEST RESULTS

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.961	3	12.987	35.669	.000^b
	Residual	53.158	146	.364		
	Total	92.119	149			

a. Dependent Variable: Purchase Intention
b. Predictors: (Constant), Quality Product, Brand Image, Media Social Advertising
Source: SPSS 20 Processing Results, 2021

In Table 4.2 it can be seen that the Fcount is 35,669 with a significance level of 0.000. Therefore, in both calculations, namely Fcount > Ftable (35,669 > 2.67) and the significance level is 0.000 < 0.05. This shows that H0 is rejected and Ha is accepted, meaning that brand image, social media advertising and product quality simultaneously have a significant effect on purchase intention.

TABLE 4.3

DETERMINATION COEFFICIENT TEST RESULTS

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.650^a	.423	.411	.60340	.423	35.669	3	146	.000	2.164

a. Predictors: (Constant), Quality Product, Brand Image, Media Social Advertising
b. Dependent Variable: Purchase Intention
Source: SPSS 20 Processing Results, 2021

Based on table 4.11, the R value is 0.650 and Rsquare (R2) is 0.423. This shows that the influence of the independent variables, namely brand image, social media advertising and product quality on the dependent variable, namely purchase intention is 42.3% while the remaining 57.7% is influenced by other factors not examined in this study such as price, brand personality and brand awareness.

5. **CONCLUSION**
5.1 **Conclusion**

Based on the results of research conducted by researchers on Vans consumers in Bogor City regarding The Influence Of Brand Image, Social Media Advertising, and Product Quality Toward Purchase Intention Of Vans In Bogor, the following conclusions can be drawn:

a. Brand Image on Vans consumers in Bogor City is included in the very good category of 85.14%
b. Media Social Advertising to Vans consumers in Bogor City is included in the good category of 77.71%.
c. Quality Product for Vans consumers in Bogor City is included in the good category of 80.42%
d. Purchase Intention for Vans consumers in Bogor City is included in the good category of 80.83%
e. Brand Image has a positive and significant effect on Purchase Intention.
f. Media Social Advertising has a positive and significant effect on Purchase Intention.
g. Product Quality has a positive and significant effect on Purchase Intention.

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