

ABSTRACT

The market value of sneakers every year has consistently increased, which proves that sneakers are an industry that is currently growing. One type of sneakers that will remain the main choice and will not go out of style are the Timeless Classic sneakers and one example of the Timeless Classic sneakers is the Vans Old Skool. Vans Old Skool is a shoe that is known for its first consistent design that has not changed for 55 years but is still in demand by consumers today.

This study aims to understand the effect of Vans Old Skool shoe product design on cognitive responses and affective responses that will affect attitude brand loyalty and behavioral brand loyalty and understand the moderating effect of product involvement on the relationship between Vans Old Skool shoe product design on cognitive responses and affective responses.

The method used in this research is quantitative method using SEM (Structured Equation Modeling) technique. The research data was taken through an online questionnaire using Google Form to 280 respondents, then the collected data was analyzed using the SmartPLS 3.2.9 statistical software. In order to achieve the research objectives, the researchers distributed questionnaires to students in Indonesia who had bought and worn and intended to repurchase Vans Old Skool Shoes.

The results of this study indicate (1) The Design of Vans Old Skool Shoes positively affects Cognitive Response, (2) Product Design of Vans Old Skool Shoes positively affects Affective Response, (3) Cognitive Response has a positive effect on Attitude Brand Loyalty, (4) Response Cognitive has a positive effect on Behavioral Brand Loyalty, (5) Affective Response has a positive effect on Attitude Brand Loyalty, (6) Affective Response has a positive effect on Behavioral Brand Loyalty, (7) Product Involvement does not moderate the effect of Old Skool Vans Shoe Product Design on Cognitive Response, (8) Product Involvement did not moderate the effect of Old Skool Vans Shoe Product Design on Affective Response (9) Product Design of Old Skool Vans Shoes, Cognitive Response and Affective Response affect Attitude Brand Loyalty simultaneously, and (10) Product Design of Old Skool Vans Shoes, Cognitive Response and Affective Response affect Behavioral Brand Loyalty simultaneously.

The results of the study are expected to be used as an evaluation material for shoe manufacturers to consider product design as an important factor in attracting consumers' attention.

Keywords: *product design, product involvement, brand loyalty, brand loyalty, behavioral brand loyalty, attitude brand loyalty, affective response, cognitive response, consumer psychology.*