

Impact of Brand Image, Product Quality, and Influencers on Compass Shoe Purchases (Case Study of Kadiri City Students)

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ABSTRACT

In the contemporary period of globalization and information technology development, competition in the fashion industry, especially shoes, is becoming increasingly fierce. The local shoe brand that is currently popular in Indonesia is Compass. Compass's popularity is increasing, supported by well-known influencers in Indonesia. Apart from influencers, product quality and brand image are also important factors in influencing decisions about purchases. The purpose of this study is to ascertain how much influencers, product quality, and brand perception have on purchasing decisions to purchase Compass shoes. Data collection was carried out by distributing questionnaires to 100 students in Kediri City. The study's findings indicate that Influencer has a significant impact on consumer behavior, but product quality has no significant impact on consumer behavior. Citra Merek, on the other hand, has a significant impact on consumer behavior. However, if Influencer, Product Quality, and Citra Merek are combined, the results show that they have a significant positive impact on the purchase of Sepatu Compass among students in Kediri.

Keywords: Influencer, Brand Image, Product Quality.



INTRODUCTION

In the current era of globalization and development of information technology, competition in the fashion industry, especially shoes, is becoming increasingly fierce. To overcome the competition, the company it is important to innovate and create creative products to have a competitive advantage in the face of competition and emergence of new competitors. Shoes aren't just functional to protect the feet, however has become a lifestyle for shows someone's appearance. Consumers are paying close attention shoe models on the market to follow trends to look up to date. There are various types shoe models offered in markets ranging from formal shoes, casual, sporty, sneakers, and others etc. Local brands such as Compass, one of the local shoe brands that is currently popular in Indonesia. Kompas must create various innovative creativity so that customers or consumers do not switch to other products. Loyal consumers will make a quick contribution to achieving marketing targets, therefore social media can be an effective means for business people to promote their products. One form of effective promotion of a product is a marketing strategy that is very popular on social media, namely influencer marketing. In the digital era, public opinion and support from influencers have a significant influence on brand perception. Influencers are people who are regarded as opinion leaders by their community and who can have a sizable following on a certain social media site. They can influence consumer awareness of a product, consumer attitudes toward a product, and consumer intentions to purchase a product. Influencers can also influence consumer purchasing decisions through word of mouth, reviews, and social media posts. Influencers who are respected by consumers recommend certain products, which can increase consumer interest in buying that product. Because Compass shoes are worth considering because they are a local shoe brand that is widely known, there are many advantages to start with from design, price, quality and collaboration with influencers can attract consumer interest to buy the brand products.

The modern era is evolving quickly, particularly in the fashion industry. Early developments of contemporary Indonesian fashion tend to draw inspiration from Asian and European cultures, particularly Korean design. Fashion has a significant impact on a variety of fields, including politics, culture, economic, social, and military movements, among many others that support the efforts to alter fashion. Fashion trends either explain popularity or reflect social and economic standing. The fashion industry is growing and becoming a profitable enterprise that develops the fashion world both domestically and internationally.

The fashion industry in Indonesia has grown significantly in recent years. saturated with a multitude of widely adopted, viral fashion trends. putting on clothes, shoes, accessories, makeup, and skincare first. One of the key industries that the Making Indonesia 4.0 initiative has to focus on growing is the fashion sector. The export performance of the fashion sector in 2020 was US\$ 10.62 billion,

contributing 6.76% of the GDP of the non-oil and gas processing industry (nasional.kontan.co.id/, 2022). The Creative Economy Agency (BEKRAF) states that Indonesia's economic growth is still significantly influenced by the creative industry.

The evaluation of a product's quality also plays a role in the purchasing decision. Even if products are similar, their unique qualities set them apart from one another. These qualities are attributed to brands. Consumers make selections about what to buy based on their opinions of quality, value, and cost.

1 trillion. The four creative industry sectors that contribute most to Indonesia's GDPK The GDP of Indonesia saw an increase in economic creativity in 2018 of 7%, or IDR riya, Fashion, Culinary, and Fashion. As a result, the creative economy is growing in popularity and has a bright future ahead of it (Investor.id, 2019). The Central Statistics Agency and the Creative Economy Agency Collaboration's 2019 survey results and statistical data about the creative economy support this. When developing a product, firms prioritize the creation of high-quality products. 1 trillion. The four creative industry sectors that contribute most to Indonesia's GDP are KThe GDP of Indonesia saw an increase in economic creativity in 2018 of 7%, or IDR superior merchandise Good is the first factor that customers consider while selecting the things that the company sells. high caliber Customers will take this into account while selecting a product, particularly shoes. The definition of quality given by Kotler (2018) is as follows: quality is the sum of a product or service's attributes that affect its capacity to meet explicit or implicit needs. This can be understood to mean that quality is the sum of a product or service's attributes that indicate its capacity to meet explicit or implicit needs.

Apart from influencers, product quality and brand image are also important factors in influencing purchasing decisions. Nowadays' consumers are quite picky when it comes to the products they ultimately decide to purchase. As far as we are aware, the variety of products presented is in line with the prevailing trends. In addition to selecting high-quality products, consumers will also look for brands with a strong reputation or a distinct image. Companies must have good product quality and brand image to arouse consumer buying interest and lead to purchasing decisions. Current developments require consumers to be smart, careful, efficient and effective in choosing the desired product. With increasing consumer demand for various products, manufacturers are trying to meet consumers' desired needs. Therefore, manufacturers create a variety of varied products as well as a diverse selection of their own products. Building and maintaining a favorable perception of the brand among customers requires a consistent and sustainable strategy. The formation of one's own image is based on a person's experience of something and is ultimately used to make a purchase. By understanding the influence of these factors, local brands like Compass can design more effective marketing strategies to improve consumer purchasing decisions, while strengthening their position in this highly competitive market [1].

These days, consumers exercise extreme caution while selecting a product and deciding whether to buy it. Customers typically give products a lot of thought before making a purchase because they want to receive things that meet their demands. Right now, you can It is well known that the current product lineup is incredibly broad and varied. Shoe product advertising is no exception, having seen rapid and substantial advancements [1].

It is now simpler for customers to choose options based on their preferences and financial situation thanks to the growing array of options. Therefore, manufacturers can draw in and convince customers to purchase that goods by upholding quality and model/design. The decision to purchase a product is heavily impacted by its quality. Companies across a range of industries are competing to enhance the quality of their products in order to preserve the brand image of their products as a result of growing consumer demand for higher-quality items [1].

Compass is a locally owned shoe brand that has had success going up against foreign goods. Compass is no longer a fresh face in the shoe industry. In 1998, Kahar Gunawan, a national child, launched this Bandung-based business. Up till now, Compass has been successful in establishing itself as a local shoe brand that can hold its own against goods manufactured elsewhere and even get attention from a large number of consumers.

One cannot divorce the Compass brand's success from the numerous challenges and barriers it faced in order to reach this position. The entrepreneur and his group have a lengthy journey ahead of them. But the Compass brand may overcome these different challenges if it is dedicated and persistent. What kind of challenges does the Compass brand face?

Adhering to the Vision of Father

Kahar Gunawan's ambition to reconstruct a shoe factory in accordance with the legacy his late father, Kahar Setiadi, left behind gave rise to the Compass brand. Based on this idea, Kahar Gunawan is driven to establish Compass as a local brand that can manufacture high-quality shoes for a broad range of consumers. "In 2018, the Gazelle Identity helped to preserve the Compass brand's historical roots while giving it a modern, fresh twist."

Promote Local Product Awareness among The Public

As the proprietor of Compass Shoes, Kahar Gunawan is continually driven to raise awareness of regional goods among Indonesians. The Compass brand was founded with the goal of "re-awakening Indonesian people to always be proud to be Indonesian, one of which is by using products made in Indonesia," according to Kahar Gunawan.

Dedicated and Unwavering to Overcome Adversity

Like any business, Compass entrepreneurs face ups and downs in the course of running their enterprise. Naturally, though, that doesn't cause him to give up quickly."Strong commitment & consistency are the main roles in Compass being able to rise from adversity and become more advanced in the present."

Domestic Potential

Kahar observed that many Indonesians were less conscious of and proud of using local brands when creating the Compass brand. This is the reason he won't give up on making Compass a national product that Indonesia can be proud of. We have gotten this far because of our steadfast confidence in the transformative power of genuine storytelling, which has carried us from the beginning. This movement aims to change customers by elevating Indonesian products via experiences and tales.

Target Audience for Compass Sneakers

The Kahar Gunawan team described the target market for the Compass brand as "those who care about the intimate value of a product and those who are proud to use authentic Indonesian brands."

Benefits of Compass Shoe Products

A brand is appealing when its products are outstanding and stand out from the competition. Design and narrative are always given top priority by Compass in order to make users feel proud and provide them with a "experience" while wearing it. Furthermore, the user must be satisfied and the quality must be good. This product's benefit over others is as follows.

Compass Shoes Marketing Methods

Working in partnership with influencers or businesses is one of Compass's marketing strategies. The purpose of this collaboration was to get closer to the intended market. Among the numerous partnerships are Compass X Bryantbrian Shoes, Compass X Oldblue Co., and numerous others. In addition, the Compass brand never stops innovating to maintain its position as the industry leader in Indonesian footwear. Furthermore, the user must be satisfied and the quality must be good. This product's benefit over others is as follows.

Turn into the Motherland's Pride

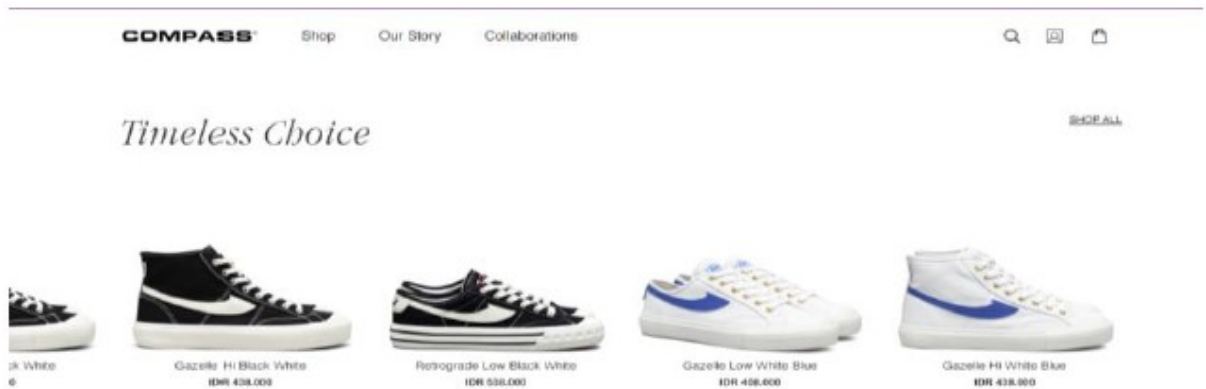
Compass has been successful in establishing a proud brand in the nation. Additionally, he believes that other regional industries will grow and emerge as the preferred brands in the country. "We can be hosts in our own country and it will be a matter of pride for the people to use products made by the nation's children," the group added.

Dedicated to Establishing Myself as a Top Local Shoe Brand

The Compass Shoes team stated, "We, at Compass, have a vision to make Compass a leading shoe brand in Indonesia that instills pride and elevates Indonesian culture and culture in the global market," in describing the company's long-term goals.

Develop a Firm Commitment Owner of Compass

Kahar Gunawan has a piece of advice and inspiration for Toppers who are having trouble starting their own business: "Cultivate a strong commitment, maintain your consistency, and don't stop growing." That's Toppers, the motivational tale of the Compass local shoe brand, started by Kahar Gunawan. A key component of a successful business is commitment. It is hard for a business to stay in business or even expand without dedication. This, keep in mind the advice given by Mr. Kahar, the proprietor of Compass: "Cultivate a strong commitment, maintain your consistency, and don't stop growing."



Source: <https://sepatucompass.com/>

Figure 1. Compass Shoe Price



Source: <https://id.images.search.yahoo.com/>

Figure 2. Example of Compass Shoes

LITERATURE REVIEW

Influencers

Influencers are users social media by number of followers who is high on social media, which trusted by the general public and can disseminate information on social media easily and whenever an influencer publishes a post will reach many other users [2]. They are liked and trusted by followers and audience so what they can say inspire and influence followers, including buying a product.

Product Quality

The qualities of a product or service that align with their capacity to satisfy explicit or implicit needs of customers are known as product quality. [3]. A product's quality is determined by its capacity to yield outcomes. or an output that either matches or surpasses what customers want so that product quality is the product's ability to carry out its functions, capabilitiesit includes durability, reliability, precision, which the product obtains by means throughout.

Product quality, according to (Armstrong, 2012) is a product's capacity to perform its intended function, including precision, ease of use, durability, dependability, and product maintenance, among other important qualities.

As per (Santoso, 2019) , enhancing product quality is a crucial policy. The product's primary competitive advantage is its ability to satisfy customers with satisfaction levels that surpass or match those of competitors' products in terms of quality.

Brand perception

A brand's image is made up of associations marketers want to build or maintain. Association defines brand and what it promises to consumers. A consumer's evaluation of a brand in a particular

market is known as brand image. This work may have been inspired by firsthand knowledge or by information gleaned from others or the media about his reputation. [4]. A brand's image is shaped by data and prior interactions with the company; it is a depiction of the general view of the brand. Attitudes about a brand, such as preferences and beliefs, are linked to its image. Brand image not only includes the functional aspects of the product, but also reflects the emotional and symbolic values associated with the brand. Consumer perceptions of brands are often based on factors such as quality, reliability, social status, and the brand's image in a social context.

(Tjiptono, 2016) asserts that customer impressions of a brand are linked to its image. Conversely, as per (Kotler, 2018), a brand's image is how a consumer perceives it. (Arifin, 2017) define a brand as a symbol, name, or term that marketers use to distinguish their products from those of their rivals and to identify the product. Brands are intended to fulfill consumer needs by, for example, consistently communicating particular features, benefits, and services to consumers. Therefore, in addition to being viewed from a brand viewpoint, the price that the product's maker offers will also have an impact on consumers' purchase decisions. This means that the brand will provide an explanation or indicator of uniqueness from the majority of other brands.

(Supriyadi, 2016) defines brand image as a collection of associations that customers have with a brand, typically arranged into a meaningful concept. A brand's relationship will be more robust if it is founded in experience and receives a lot of information. Perceptions are represented by associations or images, which may or may not reflect an objective reality. A customer's view of a brand is shaped by their recollections of it. A brand's image cannot be found in its characteristics, technology, or product type; rather, it is created by users, advertising, and promotion. (Fatmawati, 2017)

Purchase Decision

Purchasing decisions are an important stage in the consumer purchasing process. Purchasing decisions refer to the act of selecting a particular product or service from the various options available in the market [5]. Consumers go through five stages in the purchasing decision process: problem awareness, information search, alternative appraisal, purchase choice, and post-purchase behavior. The process starts long before the actual purchase is completed and has an ongoing influence thereafter.

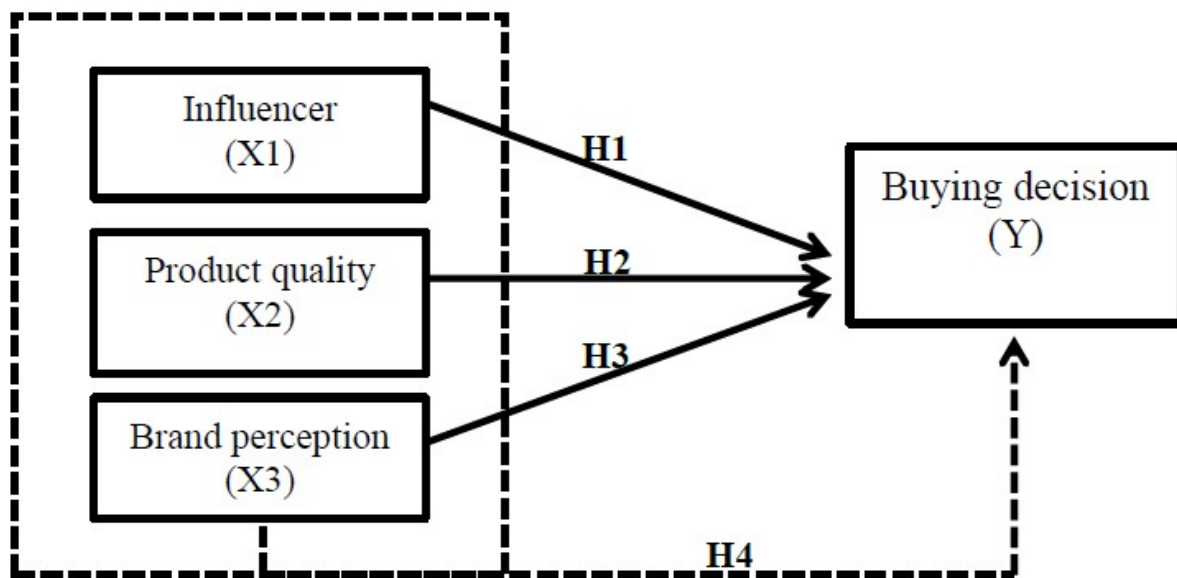
Hypothesis

H1: Promotions have a strong and favorable relationship. carried out by influencers on the decision to purchase Compass shoes.

H2: The quality of Compass shoe products has a favorable and notable impact on the decisions made by consumers while making purchases.

H3: Compass shoe brand perception significantly and favorably influences consumer choice in footwear.

H4: Influence, Consumer purchase decisions are significantly influenced by brand image and product quality, for Compass shoes.



Source: Processed Primary Data, 2024

Figure 1. Conceptual Framework

RESEARCH METHODS

This kind of study employs a quantitative methodology. Study this was done to determine the influence, product quality and brand image on purchasing decisions for Compass shoe products. The population in this study were Kediri City students who purchased Compass shoe products. The research location is in Kediri City. In this study, 100 respondents made up the sample. distributing questionnaires as a means of gathering firsthand data.

RESULTS

The goal of this study was to find 100 respondents who had bought Compass footwear. Respondents who fit within the Kediri City student group were given questionnaires as part of the data gathering process for this study. After the data was collected and processed using SPSS, the findings indicated that product quality had no discernible impact on purchasing decisions, but brand image had a significant impact. Influencers had a significant impact on purchasing decisions. On the other hand, when factors like influencers, product quality, and brand image are taken into account, all three significantly impact students' decisions to buy Compass Shoes in Kediri City.

DISCUSSION

Influencers Have a Positive Influence on The Decision to Purchase Compass Shoes.

H₁ is approved in light of the results, which demonstrate that decision-makers have the power to affect whether or not to buy Compass footwear. This study was successful in demonstrating the relationship between the influencer variable on purchasing decisions and the significance value of C.R. $2,429 \geq 1,984$ and probability value ≤ 0.05 . With the increasing number of influencers on Compass products, the brand image of Compass products will increase. Things that Compass needs to pay attention to regarding influencers that need to be done. The only thing you have to make a purchasing decision is to choose an existing celebrity famous, celebrities that are liked by the public, celebrities who have expertise of endorsements products, and celebrities who are able to demonstrate a speaking style that can convince buyers. The findings of the present investigation were incongruent with the findings of a 2022 study by Tatang Abi Nugroho titled "The Influence of Social Media Influencers and Brand Image on Compass Shoe Purchasing Decisions (Study of Compass Shoe Consumers in Malang)" which established that influencers possess no discernible effect on procurement decisions. [6].

Choosing Compass Shoes is Influenced Negatively by The Quality of The Product.

H₂ is rejected based on the data, which indicate that Compass shoe product purchases can be influenced by product quality. Considering the information gathered, this shows that the quality of existing products cannot influence the decision to purchase Compass shoe products. Results with C.R. significance values. $0.653 \leq 1.984$ and probability value ≤ 0.05 . This indicates that the regression coefficient of the product quality variable on purchase decisions is little and inconsequential. This shows that in the context of this analysis, product quality alone does not have a strong influence in influencing purchasing decisions. The results of this research are not in accordance with research conducted by Fitri Ayu Lestari, Rina Restanti, Alwi Assegaff (2020) with the title "The Influence of Product Quality on Brand Loyalty and Decisions to Purchase Adidas Sports Shoes (Study on Muhammadiyah University Students, North Sumatra)", that decisions to buy are influenced by the quality of the product [7].

Compass Shoe Purchases are Positively Influenced by Brand Perception.

According to the results, H₃ is approved, demonstrating that a company's ability to influence consumers' decisions to buy Compass footwear can be demonstrated. The study's findings demonstrate a significant relationship—with a probability value of < 0.05 and a significance value of C.R. $8.208 \geq 1.984$ —between brand perception and purchase decisions. The study's findings corroborate the findings of Irfan Rizka Akbar, Heri Erlangga, Riri Oktarini, Ade Yusuf (2021) with the title "The Influence of Brand Image on the Decision to Purchase Nike Shoes for Pamulang University Students" It claims that purchasing decisions are significantly influenced by a brand's image [8]. This means that the better the brand image a Compass product has, the greater the positive impact consumers will be interested in

making a purchase. Sellers need to pay attention to their initiatives boost consumer brand image by employing product labels that are easy for consumers to remember, giving reasonably inexpensive prices, making consumers appear confident, and consumers like the items given by the Compass brand.

Influence, Compass Shoe Purchases are Largely Influenced by Consumer Decisions on Product Quality and Brand Perception.

Based on the results obtained, H_4 is accepted because it shows that influencers, product both brand image and quality can influence the decision to purchase Compass shoe products. Results with joint testing values of influencers, brand perception and product quality when making judgments. From the calculation results, it was obtained that the calculated F was 28,800 with a probability value of sig.0,000, the calculated F value (28,800) > table F (2,699), and the sig level value. $0.000 < 0.005$. So together the influencer variables, Purchase decisions are significantly influenced by factors such as both the brand's image and the quality of the product.

Table 1. Result Tests

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	229,164	3	76,388	28,800	,000 ^b
	Residual	254,626	96	2,652		
	Total	483,790	99			
a. Dependent Variable: buying decision						
b. Predictors: (Constant), brand image, product quality, influencers						

Source: data processed, 2024

CONCLUSION

Drawing from the findings of the study "via distributing questionnaires, it can be determined that influencers have a major influence on product quality. The Impact of Influence, Product Quality, and Brand Image on Buying Behavior, Compass Shoes (Case Study of Kadiri City Students)" has little bearing on decisions made about purchases, but brand image does have a big impact. On the other hand, when factors like influencers, product quality, and brand image are taken into account, all three significantly impact students' decisions to buy Compass Shoes in Kediri City.

The following inferences can be made in light of the outcomes of the data analysis performed on all collected data:

1. Price factors have a partial impact on buying decisions.
2. Factors related to brand image have a partial impact on purchase decisions.
3. A purchase's decision is simultaneously influenced by factors such as price and brand image. where the pricing variable is not as influential as the brand image variable.

CREDIT AUTHORSHIP CONTRIBUTION STATEMENT

Aldi Andoko: Conceptualization, Supervision, Data Curation, Formal Analysis, Project Administration, Writing-original Draft, and Writing-review Editing. **Meme Rukmini:** Conceptualization, Resources, Software, Validation, Visualization, Funding Acquisition, Investigation, Writing-original Draft, and Writing-review Editing.

DECLARATION OF COMPETING INTEREST

The author declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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DATA AVAILABILITY

Data will be made available in request.

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