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The Effect of Erigo's Brand Image on Buying Interests of Student

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ABSTRACT

There are several factors that affect consumers' buying interest in a product or service. One of the factors is the brand image of a company. Communication activities are carried out by an enterprise to build a strong and positive brand image. Therefore, the purpose of this study is to find out whether Erigo's brand image has an influence on the buying interest of FIKOMM UMBY Student class of 2021. The population in this study was student of the Communication Science Study Program, Mercu Buana University Yogyakarta class of 2021 who came from the regular morning class of 226 Student, while the research sample used the Isaac and Michael sampling technique as many as 139 Student. Data collection uses a questionnaire containing statements related to brand image and buying interest. This research uses a type of quantitative research with mixed methods. The research data that has been obtained is then analyzed using SPSS software. The results showed that Erigo's brand image had an influence on the buying interest of FIKOMM UMBY Student class of 2021. The magnitude of the influence was 20.6%, so that other factors as much as 79.4% were influenced by other variables that were not studied.

Keywords: *Brand Image; Buying Interest; Erigo*

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INTRODUCTION

The development of clothing in the current era of society 5.0 is where clothing is one of the items that is always needed by everyone, both as self-protection, providing comfort, and as a place for people to always look fashionable. The phenomenon of the development of information and communication technology in the era of society 5.0 also supports the dissemination of information about clothing styles that are currently in vogue by the public. According to Timothy Astandu, a Chief Executive Officer of Populix, he stated that the style of dress was one that was affected after the new normal era was implemented. The necessity to follow various policies that were implemented when the Covid-19 outbreak was making most of the respondents in a survey conducted by Populix prioritize clothing styles that provide comfort (Santosa, 2022). This was also

proven in a survey conducted by GoodStats, that young people tend to have a simpler dress style for reasons that are more comfortable and minimalist (Dihni, 2022).

Convenience is one that is expected by consumers when buying a product. Not only the convenience that is obtained from its products but also the services provided by a company to its consumers which can build the company's brand image. For a company, brand image has a very important role. Without building a brand image, a company and its products will not be easily recognized by the public and consumers. Therefore, every company strives to build a strong brand image among consumers.

Brand image is not built just like that, but through various processes. From a communication perspective, the process of building and developing a brand image is carried out through brand communication. This means that if a brand does not carry out communication activities to the target audience (consumers), it will be difficult for it to build and develop its brand image. In the point of view of brand communication, brand image is not formed only to produce product purchasing activities. Brand image is also related to the ways consumers as communication target audiences interpret (decode) brand messages and implement them into their lives and become part of the way they build their self-concept and reality (Wijaya, 2013: 56). In choosing a brand, consumers will tend to choose brands that are well-known because according to them comfort and safety are more guaranteed and have quality products and services that are no longer in doubt. This means that quality and comfort have the potential to raise someone's buying interest in a brand's product.

One of the domestic clothing brands, namely Erigo, is one of the major clothing brands for Indonesian society. Erigo was created in 2013 with products that carry the theme of batik and ikat. One year later the product theme changed to the casual fashion theme until now. Erigo has developed from year to year until 2020 Erigo has exported its products to several countries in Southeast Asia. In September 2022 Erigo took part in the New York Fashion Week 2023 fashion show. This was one of the biggest achievements for the Erigo brand. Erigo received considerable attention from the public.

According to Kotler in (Ahmad, Tumbel, and Kalangi, 2020:26), brand image is one of the factors that can attract consumer buying interest. Brand image can be interpreted as an association of a brand that is in the memory of consumers for a long time and is consistent (Koubaa, 2008). If a company wants to attract consumer buying interest, the company needs to build a strong and positive brand image.

Research related to the effect of brand image on purchase intention has been carried out by Puput Sekar Sari and Ninin Non Ayu Salmah (2020) with the title "Brand Image, Product Quality, Price and Their Influence on Purchase Intention of Arawaza Brand Karate Clothes in Palembang City". The results of this study indicate that brand image has a significant effect on purchase intention. This study uses the theory of Kotler and Keller. Sampling in this study used a purposive sampling technique with a total sample of 58 respondents.

Another similar research is research conducted by Sri Indrayani Lahay and Tineke Wolok (2020) with the title "The Influence of Brand Image on Interest in Buying Softex Brand Sanitary Products (Case Study Among Student of the Management Department of Gorontalo State University)". The results of this study indicate that there is a significant influence of the brand image variable on the purchase intention variable. The theory used in this study is the brand image theory from Kotler and Keller and the

purchase intention theory from Seock. The sampling in this study was using accidental sampling technique with a total sample of 84 respondents.

Research related to the effect of brand image on purchase intention has also been carried out by Qonita Taqiyya, Pandapotan Simarmata, and Renny Husniati (2020) with the title "The Influence of Brand Image and Price on Interest in Buying Wardah Products among Student in DKI Jakarta". The results of the research show that brand image has a positive influence on purchase intention. The theory of brand image and purchase intention used in this study cites the explanation from Ali Hasan in his book entitled "Marketing and Selected Cases". Sampling in this study was using a *random sampling technique* with a total sample of 100 respondents.

The difference in this study with the previous research described above is from the research subjects which in this study used research subjects for FIKOMM regular morning class Student at Mercu Buana University Yogyakarta Class of 2021. Apart from that, another difference is the variables studied, in this study only used brand image variables as the independent variable and purchase intention variable as the dependent variable. The researcher sees that the Erigo brand is one of the prestigious clothing brands in Indonesia, so the researcher is interested in examining the effect of the Erigo brand image on the buying interest of FIKOMM Mercu Buana University Yogyakarta Student class of 2021.

Based on the description above, the writer is interested in conducting research related to the effect of brand image on purchase intention with the title "Effect of Erigo Brand Image on Buying Interest of FIKOMM UMBY Student Batch 2021" with the formulation of the problem, namely: Does Erigo brand image have an influence on buying interest of FIKOMM UMBY Student Batch 2021?

LITERATURE REVIEW

Brand Image

Brand image is a collection of consumer perceptions of a brand that they see or hear about. According to Kenneth and Donald in (Tanady and Fuad, 2020: 116) brand image reflects the feelings consumers have about many things related to an organization and its products or product lines. Brand image is also a collection of many things related to a brand that are formed in the minds of consumers (Rangkuti in Fandiyanto and Kurniawan, 2019:24). The definition of brand image according to Tjiptono in (Darmansah and Yosepha, 2020: 16) is a description of consumer associations and beliefs about a brand. Thus, the brand image can be a collection or association of various things that reflect consumer feelings towards a brand.

Brand image consists of several indicator components. According to Joseph Plummer in (Noor, 2014: 129) there are components of brand image, namely:

- a. Product attributes, which are various things related to the brand itself, for example packaging, product content, price, taste, and etc.
- b. Consumer benefits, which are the functions or product benefits of the brand.
- c. Brand personality, which is a form of a set of personality of a brand if the brand is human.

Buying Interest

Kotler & Keller in (Bakti et al., 2020: 105) states that buying interest is consumer behavior that has a desire to choose, use, and consume or even have a desire for a product that is offered. Purchase intention can occur because of a consumer's belief in a product offered, meaning that the lower the consumer's confidence in an existing product, the lower the consumer's buying interest in the product, and vice versa where the higher the consumer's confidence towards a product, the higher their buying interest in the product. Purchase intention can also occur from the influence of other people who are trusted by potential consumers who will buy a product. Consumers will have a sense of interest in buying or there is a sense of interest from information about products packaged through advertisements, and the experiences of other people who have used them beforehand.

Purchase intention according to Assael (in Agustin and Hellianto, 2020: 43) is a consumer tendency to buy products from a brand or actions taken related to purchases that are assessed by the level of possibility consumers make purchases. It can be concluded that the definition of buying interest is consumer behavior that tends to choose, use, and consume products from a brand.

Purchase intention is an individual interest in an object. Purchase intention can be identified through the following indicators:

1. Transactional Interest, a person's tendency to buy or make transactions to obtain a product.
2. Referential Interest, a person's tendency to refer products to others.
3. Preferential Interest, interest that describes the behavior of someone who prefers the product. This preference can only be changed if something happens to the preferred product.
4. Explorative Interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive nature of the product.

METHODS

This research uses quantitative research methods. Quantitative research is research that aims to prove a phenomenon holistically-contextually through collecting data from respondents by utilizing the researcher himself as a key instrument. Quantitative research focuses more on measuring and analyzing causal relationships between various variables (Priadana and Sunarsi, 2021:51). The independent or independent variable in this study is brand image, while the dependent or dependent variable in this study is purchase intention.

The population in this study was 226 Student in the morning regular class at the Faculty of Communication Sciences, Mercu Buana University Yogyakarta, class of 2021. The sampling technique in this study was *probability sampling* with simple *random sampling*. The probability sampling technique is a sampling technique by providing equal opportunity to every member of the population to be taken as a research sample subject (Suryadi, Darmawan, and Mulyadi, 2019: 162). While the simple random sampling technique is one of the simplest types of *probability sampling*, that is, each

element of the population has a 1/N chance of being a member of the sample. To determine the number of samples, researchers used the Isaac and Michael formula so that a total of 139 respondents were obtained.

Data collection techniques in this study were carried out by distributing research questionnaires to respondents. The scale used to measure the research instrument is the Likert scale. The data that has been obtained was analyzed using *the Statistical Package for Social Science (SPSS)* software.

RESULTS AND DISCUSSION

This research was conducted by distributing questionnaires related to brand image (X), which consisted of 12 question items and buying interest (Y), which consisted of 15 question items. Before the questionnaire was used for research, the researcher tested the research instrument on 25 trial samples. The results of testing the research instrument in the form of validity and reliability tests can be seen in the table below. The validity test results on the brand image variable questionnaire (X) are presented in Table 1.

Table 1. Variable Validity X

| Indicator Variable X | Value |
|--------------------------------|-------|
| Product Attributes (X1) | |
| Present | 0.520 |
| Familiar | 0.417 |
| Unisex | 0.420 |
| Unique | 0.458 |
| Consumer Advantage (X2) | |
| Stylish | 0.889 |
| Performance Appearance | 0.879 |
| Good service | 0.514 |
| Loyalty | 0.600 |
| Reward bonus | 0.744 |
| Brand Personality (X3) | |
| Interactive | 0.635 |
| Fashionable | 0.593 |
| Satisfaction expectations | 0.577 |

While the results of the validity test on the variable interest in buying (Y) are presented in Table 2.

Table 2. Validity of Variable Y

| Indicator Variable Y | Value |
|------------------------------------|-------|
| Transactional Interest (Y1) | |
| products | 0.796 |
| Affordable prices | 0.422 |
| Minimalist fashion | 0.783 |
| Trendy | 0.844 |

| Referential Interest (Y2) | |
|---|-------|
| Recommendations to friends or family. | 0.697 |
| References to new people | 0.738 |
| Recommendations to people who ask. | 0.603 |
| Recommendations to social media contacts or followers | 0.749 |
| Preference (Y3) | |
| Product priority | 0.458 |
| Main preference | 0.482 |
| Inspirational clothing style | 0.500 |
| Explorative interest (Y4) | |
| Testimonials | 0.544 |
| search Price search | 0.476 |
| Product exploration | 0.552 |
| Trust reviews | 0.624 |

In Table 1 and Table 2 the value of the *Pearson Product Moment* is compared to the r table where with the degrees of freedom $df = 25 - 2 = 23$ and a significance level of 5%, an r table of 0.396 is obtained. So, based on Table 1 and Table 2 above, the *Pearson Product Moment* value for each variable item X and Y is greater than the r table value of 0.396 so that it can be said that the research instrument is valid. At first the number of instrument items was 30 items, but after being analyzed there were 3 invalid items, 2 in the X variable items and 1 in the Y variable so that the total number of research instrument items was 27.

After testing the validity of the research instrument, then next is instrument reliability test using *Cronbach's Alpha* formula. The test results show that the value of *Cronbach's Alpha* in variable X is 0.893. While the variable Y is 0.911. Therefore, it can be said that this research instrument is reliable or consistent. Because the instrument is valid and reliable, it can be continued with the distribution of questionnaires to the research sample.

Test Analysis Prerequisites

Test normality and linearity tests in this study were carried out using SPSS software version 20 on the Shapiro-Wilk test. The data can be seen from the results of the normality test normally distributed or not. It can be seen in the table of significant values (Asymp.Sig) by the results of SPSS processing. If the significance value is > 0.05 , it can be concluded that the data is normally distributed. Based on the results of data processing, the sig value for variable X is $0.125 > 0.05$ so that variable X is normally distributed. In addition, the value of Sig. on the Y variable is $0.099 > 0.05$ so that the Y variable is also normally distributed.

Furthermore, a linearity test was carried out which based on the results of the linearity test showed that the value of Sig. on *linearity* is $0.000 < 0.05$ which indicates that between variables X and Y have a linear relationship. Because the prerequisite analysis has been fulfilled, it is continued with CORRELATION ANALYSIS.

Correlation Analysis

Table 3. Analysis of Correlation Results

| Variable | Pearson Correlation | Sig |
|--------------------|---------------------|-------|
| Brand Image | 0.454 | 0.000 |
| Product Attributes | 0.320 | 0.000 |
| Consumer Benefits | 0.429 | 0.000 |
| Brand Personality | 0.391 | 0.000 |

Variable X shows a significant value of 0.000 with a Pearson correlation of 0.454. This shows that variable X has a strong relationship with variable Y.

Variable X1 shows a significant value of 0.000 with a Pearson correlation of 0.320. This shows that variable X1 has a weak relationship with variable Y.

Variable X2 shows a significant value of 0.000 with a Pearson correlation of 0.429. This shows that variable X2 has a strong relationship with variable Y.

Variable X3 shows a significant value of 0.000 with a Pearson correlation of 0.391. This shows that variable X3 has a weak relationship with variable Y.

Linear Regression Analysis

After correlation analysis, linear regression analysis was then performed. Linear regression analysis aims to determine the level of influence of each independent variable, namely X1, X2, and X3 on variable X on the dependent variable, namely variable Y. The results of the regression analysis are presented in Table 1.

Table 4. Linear Regression Analysis

| Variable | R Square | Sig | T |
|--------------------|----------|-------|-------|
| Product Attributes | 0.102 | 0.000 | 3.953 |
| Consumer Benefits | 0.184 | 0.000 | 4.977 |
| Brand Personality | 0.153 | 0.000 | H1 |
| R Square | 0.206 | | |

Variable X1 shows a significant value of 0.000 with a t of 3.953 and an R squared of 0.102. This shows that variable X1 has an influence on variable Y, therefore H1 is accepted. The variable X2 shows a significant value of 0.000 with a t of 5.560 and an R squared of 0.184. This shows that variable X2 has an influence on variable Y, therefore H1 is accepted. The variable X3 shows a significant value of 0.000 with a t of 4.977 and an R squared of 0.153. This shows that variable X3 has an influence on variable Y, therefore H1 is accepted.

Based on the results of data processing that has been carried out by researchers. From the results of the linear regression test, it was found that the X variable (Brand Image) had an influence on the Y variable (Purchasing Interest), which was equal to 20.6% while the remaining 79.4% was influenced by other variables not examined. In

brand image theory, Wu, Yeh, and Hsiao in (Hosfiar, Astuti, and Iswanto, 2021: 4922) state that consumer buying interest can be directly influenced by brand image. In this study, from 139 respondents who were FIKOMM UMBY Student Batch 2021, the Erigo brand image had a considerable influence, namely 20.6% on purchase intention. This can be interpreted as FIKOMM UMBY Student Batch 2021 realize that the current Erigo clothing product models, professional Erigo services, and the Erigo brand are easy to get along with their consumers. The results of this study are in line with research conducted by Putu Afus Renaldi and Ni Nyoman Yulianthini (2022: 169) which shows that brand image has a significant influence on purchase intention.

Based on the results of processing linear regression analysis data in Table 1, it shows that the "product attribute" indicator has an effect of 10.2% on purchase intention, in this case, namely the buying interest of FIKOMM UMBY Student Batch 2021. This means that the product attributes of the Erigo brand have a contribution in raising the interest of FIKOMM UMBY Student Batch 2021 to have products from Erigo. Consumers know and realizing a positive company brand image or not is through the product attributes of the brand.

Product attributes can be seen and felt directly by the consumer's senses. Consumers can conclude whether a brand is good or not, namely through the quality and variety of product attributes of a brand. This is also related to the quality of materials and packaging used by a brand, in this case the Erigo brand to create products that can provide comfort to consumers when they use their products. Convenience is one of the consumer expectations for a brand's product, therefore product attributes can create a good brand image for a brand when they are able to meet these expectations.

Based on the results of processing linear regression analysis data in Table 1, it shows that the "consumer advantage" indicator has an influence of 18.4% on the buying interest of FIKOMM UMBY Student class of 2021. This number is greater than the product attribute indicator. This means that the buying interest of FIKOMM UMBY Student Batch 2021 is more influenced by brand image indicators, namely consumer benefits. In associating the image of a brand, consumers will see how the service they get from a brand. Professional and excellent service provided by a brand certainly provides a good view for consumers so that consumers have a good impression of the brand image also on the brand. In addition, appearance is also one of the considerations in consumer buying interest. Consumers will see product variations, in this case Erigo to see or measure a person's appearance when wearing a product from that brand because appearance is a form of self-communication (self-image) for consumers when they are in the community. If the product of a brand can provide an attractive appearance for consumers, it can increase consumer buying interest.

Based on the results of the linear regression analysis data processing in Table 1, it shows that the "brand personality" indicator has a 15.3% influence on the buying interest of FIKOMM UMBY Student Batch 2021. This means that the brand image indicator, namely brand personality, has a sizeable contribution to buying interest. The brand personality here is the Ergo brand personality. A positive brand personality certainly creates a positive brand image in the minds of consumers. A brand must strive to build a good and positive brand personality so that consumers will have a strong and positive brand image view of the brand.

CONCLUSION

The results showed that there was a strong positive relationship between brand image and student buying interest, where a Pearson Correlation value of 0.454 was obtained. Furthermore, there is a 20.6% influence between the Erigo brand image on the buying interest of FIKOMM Mercu Buana University Yogyakarta class of 2021. So that the other 79.4% is influenced by other variables not examined. Therefore, further researchers can conduct research with other variables that influence purchase intention apart from the Erigo brand image variable.

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