



# Analysis of the Influence of Brand Identity, Brand Image, Brand Integrity and Brand Interaction on the Purchase Intention of Vans Shoes

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**ABSTRACT:** The fashion industry in Indonesia continues to rotate along with the times, this makes people compete to be able to appear up to date along with the emergence of new trends in the country. This research aims to analyze the influence of brand identity, brand image, brand integrity and brand interaction on the intention to buy vans shoes in UMS students. The population in this study is UMS students. The sampling technique in this study uses the Accidental Sampling method where sampling is by looking for respondents who are easily found or accessible. The data taken is primary data taken using a questionnaire with a google form. This research was analyzed using the help of SMARTPLS 3.0 software. The results of this study prove that brand identity has a significant positive effect on purchase intent. Likewise, the brand image variable has a significant positive effect on purchase intent. Meanwhile, brand integrity does not have.

**Keywords:** Brand Identity, Brand Image, Brand Integrity, Brand Interaction, Purchase Intention.

## I. INTRODUCTION

The fashion industry in Indonesia continues to rotate along with the times, this makes people compete to be able to appear up to date along with the emergence of new trends in the country. In an era like today, wearing shoes is not just to meet needs such as going to school or to the office, but has become a lifestyle. Nowadays sneakers have become part of daily activities. Moreover, students who have flexible daily activities definitely need sneakers to support activities to be more comfortable. Seeing these conditions causes many small and large business opportunities that can be opened to benefit from the community. One brand that has been quite global because of its shoes is Vans. Vans is a shoe company from America. Vans produces shoes with illustrated canvas and rubber on the bottom of its shoes where the innovation apparently bears sweet fruit for them with the likes o.

Brand identity is about positioning the brand in the minds of consumers (Jara et al, 2012). A company will often use a branding strategy as a means to communicate its identity and value to consumers and other stakeholders. Brand Image is the observation and trust of consumers as reflected in consumer associations or memories. Brand image has become one of the main considerations in marketing a product. The existence of a brand is considered important because the brand can reflect the identity of a product and have a certain impact on the company from the brand image it causes. A good brand can give a sign of product superiority to consumers which leads to favorable consumer attitudes and brings better sales and financial performance for the company (Nurmiyati, 2009).

Brand integrity, also known as brand credibility, refers to keeping promises made to customers with the help of proper positioning and differentiation techniques. Erdem & Swait (2004) define brand credibility as

trust in product information contained on a brand, which is needed by consumers to understand that the brand has the ability / excellence and trust to always deliver what is promised. Brand interaction is based on customer experience and is more about participation, and collaboration with customers in product and service development than ever before. Consumers perform three functions when interacting with brands, namely consumption, contribution, and creation. To measure brand interaction in this study using 4 elements, namely consumption, contribution of creation and distribution so that research on brand interaction is adequate and appropriate (Dash et al., 2021).

## II. MATERIAL AND METHODS

### Marketing

According to the American Marketing Association in Tjiptono (2007) defines marketing as an organizational function and a series of processes of creating, communicating and conveying value to customers, and managing customer relationships in such a way that provides benefits to the organization and its stakeholders.

### Marketing Concept

According to Kotler (2012) the definition of marketing concept is as follows: The marketing concept says that the key to achieving organizational goals is to be effective than competitors in combining marketing activities to determine and satisfy the needs and desires of the target market.

### Brand Identity

Brand is an important thing for the company because the brand will give identity to the products sold by the company. According to David A. Aaker & Erich (2002) brand identity is formed from twenty dimensions combined into four, namely brand as product, brand as organization, brand as person, and brand as symbol. Jara et al, (2012) found that brand identity is the main determinant of purchase intent and found that consumer preferences, loyalty and resulting purchase intent are strongly influenced by brand identity. In line with previous research conducted by Saputro & Sugiharto ( 2018), therefore this proposal proposes:

### H1: Brand Identity positively affects purchase intention

### Brand Image

According to Schiffman & Kanuk (2008: 158) stating a positive brand image will be related to consumer loyalty, consumer trust about a positive brand, and their willingness to look for the brand (Chusniartiningih & Andjarwati, 2019). A good brand image is one strategy to attract more new consumers. The impact of brand image on purchase intent is also very important. These relationships provide unique associations with customers that are critical for retention as well as increasing purchase intent (Schiffman, 2007). Therefore, a strong brand image helps brands develop consumer trust and approval and this influences their purchasing decisions Keller, Kumall, (2017). Thus this research is in line with previous research conducted by Siregar et al (2022), therefore this proposal proposes:

### H2: Brand Image positively affects purchase intention

### Brand Integrity

Brand Integrity also known as brand credibility, refers to keeping promises made to customers with the help of proper positioning and differentiation techniques. Trust implies that a brand is willing to give something that has been promised, while expertise / excellence implies that a brand is able to provide something that has been promised (Herawati, 2014). Brands with higher levels of perceived integrity influence consumers positively (Harrison McKnight et al., 2002) and if brands are perceived as having integrity, then they are trusted by consumers and have a higher correlation with positive purchase intent. Thus, this research is in line with previous research conducted by (Fariska & Widodo, 2021), therefore this proposal proposes:

### H3: Brand integrity has a positive effect on purchase intention

### Brand Interaction

Brand interaction is based on customer experience and is more about participating, and collaborating with, customers in product and service development than ever before Dash et al. (2021). Brands must adopt digital

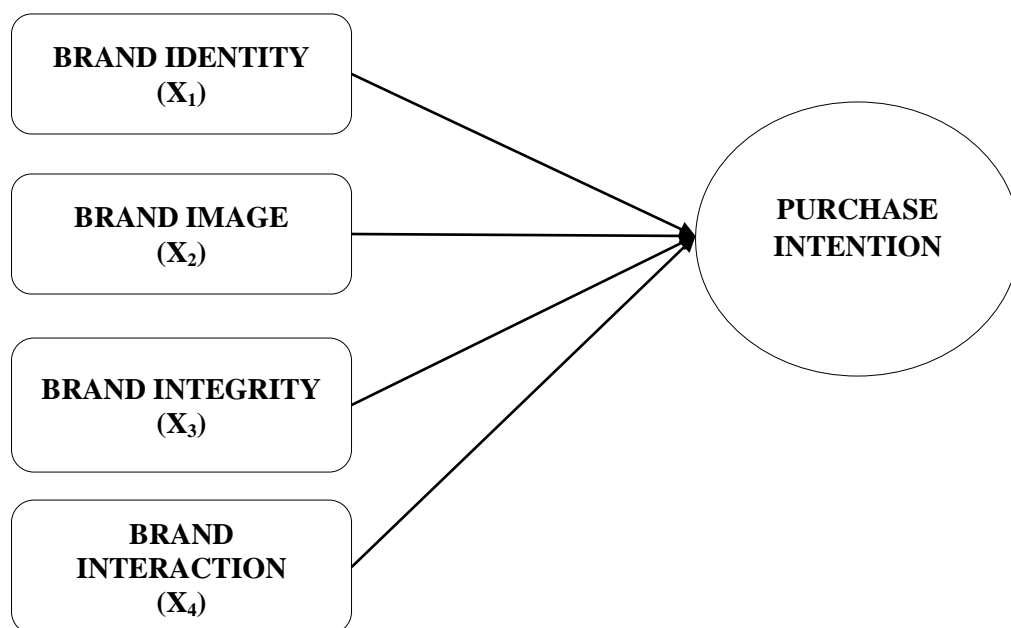
means, including social media, for a convenient connection with consumers. Once brands engage with consumers, consumer purchase intentions begin to form and they can better influence consumer behavior and purchasing decisions. Brands must interact with consumers continuously to increase purchase intent. Thus, this research is in line with previous research conducted by (Fariska & Widodo, 2021), therefore this proposal proposes:

**H4: Brand interaction has a positive effect on purchase intention**

#### Purchase Intention

According to (Keller & Kotler (2009) purchase intention or purchase intention is a form of behavior of consumers who want to buy or choose a product based on experience, use and desire for a product. The success of a retail can be characterized by the repurchase behavior of its consumers and the ability of retail to survive in the face of its competitors, resulting in repeat purchase intent from consumers.

#### Frame Of Mind



### III. RESEARCH METHODS

The population in the study in this study was UMS students and for the sample obtained 150 respondents, namely students of the University of Muhammadiyah Surakarta who used Vans shoe products. The sampling technique in this study is non-probability sampling where the weakness of this technique is that it does not provide equal opportunities for population members to be sampled. Meanwhile, the method used is Accidental Sampling. Accidental sampling is accidental sampling. The source of data used in this study is primary data. Data collection is carried out by distributing questionnaires using google forms. The questionnaire technique was carried out to obtain primary data from UMS student respondents who used Vans shoes.

The analysis tool in this study uses the help of SMARTPLS 3.0 software this study uses Structural Equation Model (SEM) analysis with Partial Least Square (PLS). PLS-SEM analysis consists of two, namely the Outer model and the Inner model (Ghozali & Latan, 2015), here are some tests that need to be done as follows:

### Outer Model Analysis

#### Validity Test

Validity is a measure that indicates the extent to which an instrument is able to measure what it wants to measure. Valid means the measuring instrument used to obtain data (measure) is valid. Validity can be fulfilled when the variable has an AVE value above 0.5, with the loading value for each item having a value of more than 0.5 (Ghozali & Latan, 2015).

#### Realibility Test

Instrument reliability is an instrument that when used several times to measure the same object, will produce the same data (Sugiyono, 2013). Cronbach's alpha is used to measure the lower limit of the reliability value of a construct while composite reliability is used to measure the true value of the reliability of a construct. The rules for composite reliability values greater than 0.7 and Cronbach's alpha values greater than 0.6.

#### Multicholinerity Test

The multicollinearity test aims to test whether the independent variables in the regression model are correlated or not (Ghozali & Latan, 2015). The multicollinearity test can be seen from the tolerance value and variance inflation factor (VIF). Multicorelity can be detected by a cut-off value that shows a tolerance value of  $> 0.1$  or equal to a VIF value of  $< 5$ .

### Inner Model Analysis

#### Coefficient of Determinanants (R2)

The value of the coefficient of determinant (R2) ranges from 0 to 1. The higher the value of the coefficient of determinant (R2), the greater the influence of the independent variable on the change in the dependent variable.

#### Goodness of Fit (GoF)

The magnitude of Q2 has a value with a range of  $0 < Q2 < 1$ , where the closer to 1 means the model is better. The formula for Q2 is:  $Q\text{-Square} = 1 - [(1 - R12)]$  Where  $R1 = R2$  is the endogenous variable in the model. A value of  $Q2 > 0$  indicates that the model has predictive relevance, while a value of  $Q2 < 0$  indicates that the model lacks predictive relevance (Ghozali & Latan, 2015).

#### Path Coefficient

The p value  $< 0.05$  indicates there is a direct or indirect influence while the p value  $> 0.05$  indicates no direct or indirect influence. According to Ghozali & Latan, (2015), the criterion of the influence of variable relationships is declared accepted if the value of the T-statistic is greater than the T-table.

## IV. RESULT AND DISCUSSION

### Outer Model Analysis

#### Convergen Validity

Table 1: Outer Loading Value

Variabel	Indicators	Outer Loading
Brand Identity (X1)	X1.1	0,839
	X1.2	0,872
	X1.3	0,870
	X1.4	0,770
	X1.5	0,832
Brand Image (X2)	X2.1	0,760
	X2.2	0,845
	X2.3	0,893
Brand Integrity (X3)	X3.1	0,871
	X3.2	0,875
	X3.3	0,805
Brand Interaction (X4)	X4.1	0,881
	X4.2	0,924

	X4.3	0,796
	Y.1	0,763
	Y.2	0,845
Purchase Intention (Y)	Y.3	0,787
	Y.4	0,799
	Y.5	0,765

The data above shows that there are no variable indicators whose outer loading value is below 0.7, so all indicators are declared feasible or valid for research use and can be used for further analysis.

#### Discriminant Validity

**Table 2: Nilai Average Variance Extracted**

Variable	AVE (Average Variance Extracted)	Information
Brand Identity (X1)	0,702	Valid
Brand Image (X2)	0,697	Valid
Brand Integrity (X3)	0,724	Valid
Brand Interaction (X4)	0,754	Valid
Purchase Intention (Y)	0,628	Valid

Based on the table above, each variable in this study shows an AVE (Average Variance Extranceted) value of .> 0.5. Each variable in this study has a value for brand identity of 0.702, brand image of 0.697, brand integrity of 0.724, brand interaction of 0.754 and for purchase intention of 0.628. This shows that each variable in this study can be said to be valid in terms of discriminant validity.

#### Reliability Test

**Table 3: Cronbach Alpha**

Variable	Cronbachs Alpha
Brand Identity (X1)	0,893
Brand Image (X2)	0,781
Brand Integrity (X3)	0,809
Brand Interaction (X4)	0,835
Purchase Intention (Y)	0,851

Based on the table above, it shows that the cronbach alpha value of all variables in this study is above > 0.6 with a brand identity value of 0.893, brand image of 0.781, brand integrity of 0.809, brand interaction of 0.835 and for purchase intention of 0.851 which means that the value of cronbach alpha has met the requirements so that all constructs can be said to be reliable.

#### Inner Model Analysis

##### Uji Coefficient Determination ( $R^2$ )

**Table 4: R-SquareValue**

	R-Square
Purchase Intention (Y)	0,719

Based on the table above, R-Square is used to see the magnitude of the influence of brand identity, brand image, brand integrity, and brand interaction variables on purchase intention by 0.719 or 71.9%. This means that the influence of the independent variable on the dependent variable in this study has a moderate influence.

**Goodness of Fit**

$Q^2$  values  $> 0$  indicate that the model has predictive relevance, while  $Q^2$  values  $< 0$  indicate that the model lacks predictive relevance. The following is the result of the calculation of the value  $Q$ -Square :

$$\begin{aligned}
 Q\text{-Square} &= 1 - (1 - R^2_1) \\
 &= 1 - (1 - 0,719) \\
 &= 1 - 0,281 \\
 &= 0,719
 \end{aligned}$$

Based on the results of the above study, a  $Q$ -Square value of 0.719 was obtained. This value explains the diversity of research data can be explained by the research model by 71.9%, while the remaining 28.1% is explained by other factors that are outside this research model. Thus, from the results of these calculations, this research model can be stated to have a good goodness of fit.

 **$f^2$  Test****Table 5:  $f$  Square Value**

	<i>Purchase Intention</i>
<i>Brand Identity</i> (X1)	0,234
<i>Brand Image</i> (X2)	0,050
<i>Brand Integrity</i> (X3)	0,038
<i>Brand Interaction</i> (X4)	0,099
<i>Purchase Intention</i> (Y)	

The results obtained in the table above are:

1. The brand identity variable to purchase intention produces a  $Q$ -Square value of 0.234 which means  $> 0.02$ , and  $> 0.15$ , but  $< 0.35$  so that the brand identity variable has a moderate proportion to purchase intention.
2. The brand image variable on purchase intention produces a  $Q$ -Square value of 0.050 which means  $> 0.02$ , but  $< 0.15$ , and  $< 0.35$  so that the brand image variable has a small proportion of purchase intention.
3. The brand integrity variable on purchase intention produces a  $Q$ -Square value of 0.038 which means  $> 0.02$ , but  $< 0.15$ , and  $< 0.35$  so that the brand integrity variable has a small proportion of purchase intention.
4. The brand interaction variable on purchase intention produces a  $Q$ -Square value of 0.099 which means  $> 0.02$ , but  $< 0.15$ , and  $< 0.35$  so that the brand interaction variable has a small proportion of purchase intention.

**Path Coefficient Test****Table 6: Path Coefficient (Direct Effect)**

	Hypothesis	Original Sample	t-Statistics	P Values	Information
Brand Identity (X1) -					
> Purchase Intention (Y)	H1	0,386	4,803	0,000	Proven Hypothesis
Brand Image (X2) ->					
Purchase Intention (Y)	H2	0,225	3,151	0,002	Proven Hypothesis
Brand Integrity (X3) ->					
Purchase Intention (Y)	H3	-0,002	0,024	0,983	Unproven Hypothesis

<i>Brand</i>					
<i>Interaction</i>					
(X4)	->	H4	0,324	3,818	0,000
<i>Purchase</i>					
<i>Intention (Y)</i>					<b>Proven Hypothesis</b>

Based on the table above, the interpretation is as follows:

1. From the table above shows a t-statistic value of 4.803 with an influence of 0.386 and a p-value of 0.000. With a t-statistic value of  $4.803 > 1.96$  and a p value of  $0.000 < 0.05$ , it can be concluded that hypothesis one is accepted where there is a positive and significant influence between brand identity on purchase intention.
2. From the table above shows a t-statistic value of 3.151 with an influence of 0.225 and a p-value of 0.002. With a t-statistic value of  $3.151 > 1.96$  and a p value of  $0.002 < 0.05$ , it can be concluded that hypothesis two is accepted where there is a positive and significant influence between brand image on purchase intention.
3. The table above shows a t-statistic value of 0.024 with a large influence of 0.092 and a p-value of 0.983. With a t-statistic value of  $0.024 < 1.96$  and a p-value of  $0.983 > 0.05$ , it can be concluded that the third hypothesis is rejected where there is no influence between brand integrity and purchase intention.
4. 4. From the table above shows a t-statistic value of 3.818 with an influence of 0.324 and a p-value of 0.000. With a t-statistic value of  $3.818 > 1.96$  and a p value of  $0.000 < 0.05$ , it can be concluded that hypothesis four is accepted where there is a positive and significant influence between brand interaction on purchase intention.

## Discussion

### 1. The Influence of Brand Identity on Purchase Intention

Brand identity has a positive and significant influence on purchase intention. This is in line with the theory in research (Saputro & Sugiharto, 2018) that brand identity has a positive and significant effect on purchase intention. With the brand identity of a product, the perception of the intention of consumers to buy will be even greater.

### 2. The Influence of Brand Image on Purchase Intention

Brand image has a positive and significant influence on purchase intention. This is in line with the theory expressed by Siregar et al., (2022) that brand image has a positive and significant influence on Purchase Intention. If the brand is easily recognized, consumer purchase intention will increase because consumers already know the brand name.

### 3. The Effect of Brand Integrity on Purchase Intention

Brand integrity has a negative and insignificant influence on purchase intention. This is contrary to the theory expressed by Fariska & Widodo, (2021), where the results of the research are that brand integrity has a positive and significant effect on purchase intention.

### 4. The Influence of Brand Interaction on Purchase Intention

Brand interaction has a positive and significant influence on purchase intention. This is in line with the theory expressed by Fariska & Widodo, (2021), where brand involvement will generate purchase intention from consumers towards a product.

## V. CONCLUSION

Based on the results of research that has been conducted using quantitative methods, the conclusions of this study are as follows:

1. Brand identity has a positive and significant influence on purchase intention so that the first hypothesis is accepted.

2. Brand image has a positive and significant influence on purchase intention so that the second hypothesis is accepted.
3. Brand integrity has a negative and insignificant influence on purchase intention so the third hypothesis is rejected.
4. Brand interaction has a positive and significant influence on purchase intention so that the fourth hypothesis is accepted.

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