

# THE INFLUENCE OF PRODUCT INNOVATION, SOCIAL MEDIA AND BRAND IMAGE ON CUSTOMER PRODUCT PURCHASE DECISIONS ERIGO FASHION

Fadillah Fikriansyah<sup>1</sup>, Suadi Sapta Putra<sup>2</sup>, Kumba Digdowiseiso<sup>3\*</sup>

Program Studi Manajemen Fakultas Ekonomi Dan Bisnis Universitas Nasional Jakarta<sup>1,2,3</sup>

ARTICLE INFO	ABSTRACT
<p><b>Keywords:</b> Product Innovation, Social Media and Brand Image</p>	<p>This research aims to find out how much influence Product Innovation, Social Media and Brand Image have on Erigo Fashion Brand buyers' decisions and the most dominant factors in Erigo fashion brand purchasing decisions. Reliability and Validity Tests were carried out with 100 respondents and the results showed that the question items were proven to be valid and reliable for use in further analysis. The population in this research are buyers of the Erigo Fashion Brand. A questionnaire was used to collect data from 100 respondents. The data analysis used in this research is quantitative analysis using SPSS Version 22. The test results show that the coefficient of determination seen in the value of R square = 0.844 = 84.4% means that the independent variables are Product Innovation, Social Media and Brand Image together. the same contributed 84.4% and the remaining 16.6% was influenced by other variables that were not included in this research.</p>
<p>E-mail: <a href="mailto:suadi.putra@civitas.unas.ac.id">suadi.putra@civitas.unas.ac.id</a> <a href="mailto:kumba.digdo@civitas.unas.ac.id">kumba.digdo@civitas.unas.ac.id</a></p>	<p>Copyright © 2023 Economic Journal. All rights reserved. is Licensed under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0)</p>

## 1. INTRODUCTION

In this era of globalization, every business actor from various sectors competes with each other in providing products that are adapted to the behavior and lifestyle of today's people to encourage purchasing decisions. The development of information technology and social media also encourages increasingly consumptive consumer behavior (lifestyle), this makes consumers, especially young people, always want to keep up with the latest fashion products. In building a fashion product today, several factors determine whether it can be accepted by society. Among the things that researchers raised in this research, namely Product Innovation, Social Media, and Brand Image.

Product Innovation was chosen because it is actually an effort to improve the quality of products produced in order to increase sales capacity. Product innovation needs to be carried out by companies so that customers do not feel bored with the products offered by the company, with innovation the company also simultaneously develops products that have been produced. By doing this, customers will later decide to buy more products and expand information about these products. So companies feel helped by consumers talking to each other about products. Since 2015, Erigo Store has become a trendsetter in Indonesia through its product innovations.

Erigo itself is a brand from Indonesia which operates in the clothing sector. Indonesia's proud local brand, Erigo shop, has recently been busy on social media because the advertisement for the Erigo emblem was displayed in Time Square, United States (US). Time Square is a commercial, entertainment center and a must-visit destination for tourists when coming to the US. Erigo sells everything from t-shirts, trousers, to jackets. The local brand, which was founded in 2011, experienced twists and turns before arriving in the United States. However, since then sales of the local brand have continued to climb. The local brand Erigo store is the only local emblem representing Indonesia to hold the biggest fashion show at NEW YORK FASHION WEEK (NYFW) 2022 next September.

Erigo has implemented various marketing concepts, one of which is the significant use of social media. Specifically using The Instagram platform is very popular with Indonesian people. One of the advantages that Instagram has is the use of endorsers. The majority of endorsements are used by business activists who use celebrities as endorsers. Business activists want to make customers more interested in buying goods sold through endorsers. So it must be noted that choosing an endorser provides a significant boost to interest in purchasing and selling products.

Based on (Kertamukti, 2015) Today's advertisements generally appear in the form of imagery with the aim of building a brand image that is good for customers to see. This form of strategy is carried out

*The Influence of Product Innovation, Social Media and Brand Image on Customer Purchasing Decisions for Erigo Fashion Products.* Fadillah Fikriansyah, et.al

using a technique called brand image or logo photography (Kertamukti, 2015). What this means is how well a product can make people remember its characteristics and values. The use of celebrities in advertising aims to encourage sales of goods and services, especially lifestyle products. The clothing industry currently has many players in the market, resulting in competitive competition.

Based on the number of followers on Instagram, Erigo Store is in the top position with followers reaching up to 376,000 followers in September 2018. Based on the number of followers, in Rossiter and Percy developed by (Kertamukti, 2015) it is explained that followers can influence popularity, so Erigo can see Store as an active local brand has many customers among Indonesian people (Kertamukti, 2015). Seeing this incident, it can be seen that brand image has a very important function. In order to build the Erigo brand into a brand that can be accepted by the public, a strategy is needed to strengthen a brand, namely by using endorsements. To find out the extent of the influence of brand image in the sales process, this research will be aimed at examining the Erigo Store. Even though it looks like a new brand compared to the brands circulating on the market, Erigo Store products have a lot of customers in the majority of society, the millennial generation.

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Based on (Jannah, 2014) products have an influence on repurchase decisions, because the product-attribute variable has a regression coefficient of 0.670 with a significance level of 0.000. Product innovation influences repurchase decisions, because the product innovation variable has a regression coefficient of 0.361 with a significance level of 0.003.

## 2. METHOD

This research uses a quantitative research method. According to (Sugiyono, 2018) quantitative methods are "methods based on the philosophy of positivism which are used to research certain populations and samples only, collecting data using research instruments, quantitative or statistical data analysis with the aim of testing previously established hypotheses". Researchers used primary data sources directly from respondents. The population in this research is Erigo consumers in the DKI JAKARTA area. The sampling that will be used in this research is a non-probability sampling technique with a total of 100 respondents as a sample. There are several criteria that have been determined, such as:

1. Can determine the brand to choose.
2. Aged over 17 years or have a KTP
3. Have you ever used Marketplace to make a purchase?
4. Social media users to buy goods.
5. Understand how social media works

Data collection techniques by distributing questionnaires to respondents online or offline. The data analysis method used in this research uses several tests, namely Descriptive Analysis, Multiple Linear Regression Analysis, Classical Assumption Test, and Classical Assumption Test. In this research, there are 4 variables used, namely Product Innovation, Social Media and Brand Image as independent variables and purchasing decisions as the dependent variable.

## 3. RESULTS AND DISCUSSION

### Overview and History of Research Objects

Initially, Erigo opened a business for batik and ikat fabrics but there were few people interested, then in the future he switched to casual fashion. Since then Erigo has actively participated in various fashion events for promotion, not forgetting that in 2013 Erigo opened an online website as an expansion. Over time, the name Erigo has become popular among the public for its various products, and in 2017 Erigo began to spread its wings in e-commerce and this was proven by an increase in sales that reached 10x, as well as several times becoming a fashion category store with best-selling products in e-

commerce. Erigo has also started to expand overseas, such as Malaysia, Singapore, the Philippines and Thailand. Erigo received a positive response from many overseas consumers who wanted to know how to get Erigo products in their country. Erigo is global because the marketing strategy it uses is very good, including significant use of social media.

### Respondent Profile

#### a. By Gender

**Table 1 Gender**

No	Gender	Amount Respondent	Percentage
1	Man	55	55%
2	Woman	45	45%
Total		100	100%

Source: Primary Data

Based on Table 1 above, it shows the results of the gender questionnaire, showing results of 55% for men and 45% for women.

#### b. Number of Ages of Respondents

**Table 2 Respondent's Age**

No	Age Respondent	Amount Respondent	Percentage
1	18-25	82	82%
2	26-32	12	12%
3	33-40	6	6%
4	>40	0	0%
Total		100	100%

Source: Primary Data

Table 2 shows that the age of respondents who mostly make permanent purchases of Erigo products are respondents aged between 18-25 years amounting to 82 people (82%), then with ages 26-32 years amounting to 12 people (12%), with age 33 -40 as many as 6 people (6%), with ages over 40 as many as (0%).

#### c. Based on Education Level

**Table 3 Last Education**

No	Level Education	Amount Respondent	Percentage
1	JUNIOR HIGH SCHOOL	-	-
2	SMA/SMK	74	74%
3	D3	8	8%
4	S1	18	18%
Total		100	100%

Source: Primary Data

Table 3 explains that the majority of respondents have an educational background at the high school level, 74 people with a percentage of (74%), so from this data it can be concluded that high school students buy a lot of Erigo products.

#### d. Characteristics of Erigo Fashion Brand Buyers

Based on research data obtained from 100 respondents who filled out the questionnaire, data on the number of buyers of the Erigo Brand was obtained as presented in the table as follows:

**Table 4 Characteristics of Erigo Fashion Brand Buyers**

Usage Period	Amount	Percentage
3 months	31	31%
6 months	11	11%
9 months	8	8%
1 year	50	50%
<b>Total</b>	100	100%

Source: Primary Data

Table 4. Shows that the working period of the majority of Erigo Buyers' respondents was 3 months as many as 31 people (31%), 6 months as many as 11 people (11%), then 9 months as many as 8

people (8%), 1 year as many as 50 people ( 50%)

## Complete Results of Research Estimates

### 1. Descriptive Data Analysis

Descriptive analysis is an analysis taken from questionnaire data distributed to Erigo Fashion Brand Buyers with a total of 100 respondents. This research was conducted to find out how much influence Product Innovation, Social Media and Brand Image have on Erigo Brand Buyer Decisions.

#### 1) Product Innovation

**Table 5 Average Variable Statement (X1) Product Innovation**

No	Statement	Mean
1	The quality of Erigo products is getting better and better	4.49
2	Erigo products are today's brands	4.18
3	Erigo is the most popular fashion product in Indonesia	4.27
4	There are many Erigo product variants	4.06
5	Erigo product design is very modern	4.38
Average Total Mean		<b>4.27</b>

Source: Data processed 2022

From table 5 it can be seen that the average of respondents' research answers is 4.27. This figure shows that the average respondent agrees with the Product Innovation statement because it exceeds 4.00

#### 2) Social media

**Table 6 Average Variable Statement (X2) Social Media**

No	Statement	Mean
1	Social media is an entertainment medium	4.50
2	Social media is the thing we see most often	4.41
3	On average, Indonesian people have social media	4.31
4	Social media has also become an online sales platform	4.40
5	With social media we can more easily access anything	4.38
Average Total Mean		<b>4.40</b>

Source: Data processed 2022

From Table 4.6 it can be seen that the average of respondents' answers is 4.40. This figure shows that the average respondent is good with Social Media statements because it exceeds 4.00

#### 3) Brand Image

**Table 7 Average Variable Statement (X3) Brand Image**

No	Statement	Mean
1	Brand Image is a benchmark for an item	4.60
2	Erigo is a brand that is very popular	4.48
3	The Erigo brand stigma is very good in the eyes of the public	4.51
4	I have known the Erigo brand for a long time	4.22
5	The Erigo brand is my choice when I want to buy a fashion brand	4.30
Average Total Mean		<b>4.46</b>

Source: Data processed 2022

From Table 4.7 it can be seen that the average of respondents' research answers is 4.46. This figure shows that the average respondent is good with the Brand Image statement because it exceeds 4.00.

#### 4) Purchasing Erigo Brand Products

**Table 8 Average Variable Statement (Y) Purchase of Erigo Brand Products**

No	Statement	Mean
1	I will become the Erigo brand to become a fashion brand center	4.25
2	I will continue to update the latest Erigo brand items	4.25
3	I intend to make Erigo a priority purchase for fashion brands	4.38
4	I want Erigo to be a brand that I use every day	4.36
5	I want to buy the Erigo brand regularly	4.45
Average Total Mean		<b>4.33</b>

Source: Data Processed 2022

From Table 8 it can be seen that the average of respondents' answers is 4.33. This figure

shows that the average respondent is good with the statement that purchasing Erigo Brand products is because it exceeds 4.00.

## 2. Multiple Linear Analysis

Multiple Linear Regression Analysis is a form of analysis that discusses the extent of influence of the independent variable (X) on the dependent variable (Y), variable X1 is Product Innovation, X2 is Social Media, X3 is Brand Image, and variable Y is Erigo Brand Product Purchases, The following is the calculation of Multiple Linear Regression in this study using SPSS 22.

**Table 9** Multiple Linear Analysis Results

	Model	Unstandardized Coefficients		Standardize d Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1,530	1,035		1,478	,143
	Product Innovation	,832	,109	,840	7,639	,000
	Social media	,084	,089	,081	,949	,345
	Brand Image	,009	,102	,009	,092	,927

a Dependent Variable: Buyer Decision

Source: SPSS 22 processed data

Based on Table 4.9, the multiple linear regression equation is as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3$$

$$= 1,530 + 0.832 X_1 + 0.084 X_2 + 0.009 X_3$$

Information:

Y = Buyer's Decision

(X1) = Product Innovation

(X2) = Social media

(X3) = Brand Image

e = error / Error Rate

Based on the equation above, the model shows the meaning that:

1. The constant is 1.530
2. B1. (Regression coefficient value
3. B2. (Regression coefficient value
4. B3. (Regression coefficient value

## 3. Instrument Test

### a. Validity test

The validity test is used to test the accuracy of measuring instruments to reveal whether a questionnaire is valid or not. The validity test is calculated by comparing the calculated r value (correlated item-total correlation) with the r table value. If the calculated r is from the r table (at a significance level of 5%) then the statement is declared valid. Test results are as follows:

**Table 10.** Test the validity of indicators of the product innovation variable

Variabel	Pernyataan	r Hitung	R Tabel	Keterangan
Inovasi Produk	Pernyataan 1	0,564	0,196	Valid
	Pernyataan 2	0,704	0,196	Valid
	Pernyataan 3	0,748	0,196	Valid
	Pernyataan 4	0,700	0,196	Valid
	Pernyataan 5	0,397	0,196	Valid

Sumber: Data olahan SPSS 22

The table above is the validity test output for the Product Innovation variable. In the table, it can be seen that the statement items which are a measuring tool regarding Product Innovation are valid, because the value of the Product Innovation statement items is greater than r Table 0.196.

**Table 11.** Test the validity of the indicators of the social media variable

Variabel	Pernyataan	r Hitung	R Tabel	Keterangan
Media Sosial	Pernyataan 1	0,563	0,196	Valid
	Pernyataan 2	0,611	0,196	Valid
	Pernyataan 3	0,561	0,196	Valid
	Pernyataan 4	0,523	0,196	Valid
	Pernyataan 5	0,397	0,196	Valid

Source: Data Processed 2022 (SPSS 22)

The table above is the validity test output for the Social Media variable. In the table, it can be seen that the statement items which are a measuring tool regarding Social Media are valid, because the value of the Social Media statement items is greater than r Table 0.196.

**Table 12.** Test the validity of the indicators of the Brand Image variable

Variabel	Pernyataan	r Hitung	R Tabel	Keterangan
Brand Image	Pernyataan 1	0,515	0,196	Valid
	Pernyataan 2	0,611	0,196	Valid
	Pernyataan 3	0,519	0,196	Valid
	Pernyataan 4	0,650	0,196	Valid
	Pernyataan 5	0,345	0,196	Valid

The table above is the output of the validity test for the brand image variable. In the table, it can be seen that the statement items which are a measuring tool regarding Brand Image are valid, because the value of the brand Image statement items is greater than r Table 0.196.

**Table 13.** Test the validity of the indicators of the Buyer Decision variable

Variabel	Pernyataan	r Hitung	R Tabel	Keterangan
Keputusan Pembeli	Pernyataan 1	0,534	0,196	Valid
	Pernyataan 2	0,641	0,196	Valid
	Pernyataan 3	0,635	0,196	Valid
	Pernyataan 4	0,567	0,196	Valid
	Pernyataan 5	0,492	0,196	Valid

The table above is the validity test output for the Purchase Decision variable. In the table, it can be seen that the statement items which are a measuring tool regarding Buyer Decisions are valid, because the value of the items in the Buyer Decision statement is greater than r Table 0.196.

b. Reliability Test

The results of reliability testing for each variable obtained data as below:

**Table 14** Reliability Test Results

No	Variable	Reliability	r Table	Information
1	Product Innovation (X1)	0.595	0.6	No Reliable
2	Social Media (X2)	0.353	0.6	No Reliable
3	Brand Image (X3)	0.338	0.6	No Reliable
4	Buyer's Decision (Y)	0.481	0.6	No Reliable

Source: Data Processed 2022 (SPSS 22)

The results of reliability testing in the table above show that all variables in the study have an alpha coefficient ( $\alpha$ ) smaller than the minimum Cronbach's Alpha limit of 0.6, so it could be said that the indicators used in this questionnaire are not reliable. So it was concluded that the questionnaire used in this research was an unreliable questionnaire.

#### 4. Classic assumption test

##### a. Normality test

The normality test was carried out to test whether in the regression model variable X and variable Y both had a normal distribution in this study. Normal distribution will be fulfilled if the significance value is more than or equal to 0.05, conversely if the significance value does not reach 0.05 then the data used in this research is not normally distributed.

**Table 15** Normality Test results

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	61154242
Most Extreme Differences	Absolute	,207
	Positive	,149
	Negative	-.207
Test Statistic		,207
Asymp. Sig. (2-tailed)		,000 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Sumber : Data Diolah 2022 (SPSS 22)

From table 15 above, it can be seen that in the asymp.sig (2 tailed) column or the asymptotic significance for the two-sided test is 0.00 or the probability is above 0.05 ( $0.00 < 0.05$ ). Product innovation, social media and brand image on buyer decisions have an abnormal distribution.

##### b. Multicollinearity Test

This test was carried out to determine whether or not there was a relationship between variable X in the regression model used in this research. The condition that must be met in the regression model is that there is no multicollinearity in variable X in this study. To determine the existence of multicollinearity, you can look at the Value Inflation Factor (VIF). If the VIF value is  $> 10$  then multicollinearity occurs. On the other hand, if the VIF value is  $< 10$  then multicollinearity does not occur. For analysis using SPSS, see the output results in the table as follows:

**Table 16** Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product Innovation	,134	7,457
	Social media	,225	4,446
	Brand Image	,187	5,335

Source: Processed Data 2022 (SPSS 22)

Based on the results of the analysis above, it can be seen that variable X has a tolerance value > 0.1 and a VIF value < 10. So it can be said that there is no multicollinearity.

c. Heterocadasticity Test

The heteroscedasticity test is carried out to determine whether or not there is inequality of variance in variable X in the regression model. The condition that must be met is that heteroscedasticity does not occur in the regression model. One method used to detect the presence of heteroscedasticity is to use the Glejser test which is carried out by regressing the absolute value of the residual on variable

**Table 17** Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardize d	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	1,530	1,035		1,478	,143
	Innovation	,832	,109	,840	7,639	,000
	Product	,084	,089	,081	,949	,345
	Social media	,009	,102	,009	,092	,927

a. Dependent Variable: RES\_2

Source: Data Processed 2022 (SPSS 22)

From the results of the analysis of the table above, the Glejser test output shows that only the Product Innovation variable is <0.05, which means there is heteroscedasticity, but the Social Media and Brand variables.

5. Hypothesis testing

a. F test

The F test is carried out to see the significance of the influence of independent variables simultaneously on the dependent variable or is often called the linearity test of the regression equation. To carry out the F test on the anova table below as follows:

**Table 18** F Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	200,976	3	66,992	173,702	,000b
	Residual	37,024	96	,386		
	Total	238,000	99			

Dependent Variable: Purchase Decision

Predictors: (Constant), Product Innovation, Social Media and Brand Image

Source: Data Processed 2022 (SPSS 22)

From the table above in the Anova table, it is obtained that F count = 173.702 with a significance level of  $0.000 < 0.05$ . So it can be concluded that  $H_0$  is rejected and  $H_2$  is accepted, meaning this model is suitable for use or valid with the Product Innovation variable. Social Media and Brand Image simultaneously have a significant influence on purchasing decisions.

b. t test

The t test is carried out to determine whether individual independent variables influence the dependent variable significantly or not. The t test uses coefficient analysis with SPSS processing to obtain the following data:

**Table 19** t Test Results

Model		Unstandardized Coefficients		Standardized	Q	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	1,530	1,035		1,478	,143,
	Product Innovation	,909	,040	,918	22,928	,000
	Social media	,863	,060	,824	14,392	,000
	Brand Image	,911	,062	829	14,695	,000

Dependent Variable: Buyer Decision

Source: Data Processed 2022 (SPSS 22)

t test

Sign Value. <0.05 Calculated



$$\begin{aligned}
 & t \text{ value} > t \text{ table} \\
 & (a/2: nk-1) \\
 & a = 5\% = t (0.05/2: 100-3-1) \\
 & = 0.025: 96 \\
 & = 1.984
 \end{aligned}$$

Based on the results of the tests that have been carried out, the values obtained are:

1. From the table above it can be explained that the calculated t value for Product Innovation is 22,928 and is significant 0.05 after the calculated t value, then you have to look for the t table value ( $\alpha = 0.05$ ) which is 1.984 because the calculated t value  $>$  t table is  $22.928 > 1.984$ . significance level  $<$  0.05 ( $0.005 < 0.05$ ) then  $H_0$  is rejected. The conclusion is that rejecting  $H_0$  and accepting  $H_a$  which states that the Product Innovation variable has a positive and significant effect on Purchasing Decisions.
2. For the calculated t value for Social Media of 14.392, with a significance level of 0.00 after the calculated t value, you have to look for the t table value ( $\alpha = 0.05$ ) which is 1.984 because the calculated t value  $>$  t table is  $14.392 > 1.985$  with a significance level  $<$  0.00 ( $0.00 < 0.05$ ) then  $H_0$  is rejected. The conclusion is that rejecting  $H_0$  and accepting  $H_a$  indicates that the Social Media variable is positive and significant on Buyer Decisions.
3. For the calculated t value for Brand Image of 14.695 with a significance level of 0.00 after the calculated t value, you have to look for the t table value ( $\alpha = 0.05$ ) which is 1.984 because the calculated t value  $>$  t table is  $14.695 > 1.985$  with a significance level  $<$  0.00 ( $0.00 < 0.05$ ) then  $H_0$  is rejected. The conclusion is that rejecting  $H_0$  and accepting  $H_a$  states that the Brand Image variable has a positive and significant effect on Buyer Decisions.

#### 6. Analysis of the coefficient of determination ( $R^2$ )

Used to find out how big the percentage contribution of the independent variables simultaneously is to the dependent variable.

**Table 20** Coefficient of Determination Test Results ( $R^2$ )

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,919a	,844	,840	,621

Predictors: (Constant), Product Innovation, Social Media and Brand Image  
 Dependent Variable: Buyer Decision

Source: Data Processed 2022 (SPSS 22)

Based on the table above, the value of R square = 0.844 = 89.2% is obtained. This means that the independent variables Product Innovation, Social Media and Brand Image together contribute 84.4% and the remaining 16.6% is influenced by other variables that are not included. into this research. Both images are  $>$  0.05, which indicates that there is no heteroscedasticity.

## Discussion

### The Influence of Product Innovation (X1) on Buyer Decisions

From the table above, it can be explained that the calculated t value for Product Innovation is 22.928 and is significant 0.05 after the calculated t value, then you have to look for the t table value ( $\alpha = 0.05$ ) which is 1.984. Because the calculated t value  $>$  t table is  $22.928 > 1.984$ . significance level  $<$  0.05 ( $0.005 < 0.05$ ) then  $H_0$  is rejected. The conclusion is that rejecting  $H_0$  and accepting  $H_a$  which states that the Product Innovation variable has a positive and significant influence on Buyer decisions. So if all buyers have innovation and taste in goods towards the Erigo fashion brand.

### Influence of Social Media (X2) on Buyer Decisions

For the calculated t value for Social Media of 14.392, with a significance level of 0.00 after the calculated t value, you have to look for the t table value ( $\alpha = 0.05$ ) which is 1.984 because the calculated t value  $>$  t table is  $14.392 > 1.985$  with a significance level  $<$  0.00 ( $0.00 < 0.05$ ) then  $H_0$  is rejected. The conclusion is that rejecting  $H_0$  and accepting  $H_a$  states that the Social Media variable has a positive and significant effect on Buyer Decisions. If all buyers use social media, it will be easier to buy the Erigo brand.

### The Influence of Brand Image (X3) on Buyer Decisions

For the calculated t value for Brand Image of 14.695 with a significance level of 0.00 after the calculated t value, you have to look for the t table value ( $\alpha = 0.05$ ) which is 1.984 because the calculated t value  $>$  t table is  $19.247 > 1.985$  with a significance level  $<$  0.00 ( $0.00 < 0.05$ ) then  $H_0$  is rejected. The conclusion is that rejecting  $H_0$  and accepting  $H_a$  states that the Brand Image variable has a positive and significant effect on Buyer Decisions. The brand image is good enough in the eyes of the public so that it

has become a top search local brand.

#### 4. CONCLUSION

Based on the discussion and data analysis carried out using the multiple regression analysis method using the SPSS version 22 application, there is an influence of  $x$  on  $y$ , it can be concluded as follows: The Influence of Product Innovation ( $X_1$ ) on Buyer Decisions. From the table above it can be explained that the calculated  $t$  value of Product Innovation is 22.928 and is significant 0.05 after the calculated  $t$  value, you have to look for the  $t$  table value ( $\alpha = 0.05$ ) which is 1.984. Because the calculated  $t$  value  $>$   $t$  table is  $22.928 > 1.984$ . With a significance level  $<$  0.05 ( $0.005 < 0, 05$ ) then  $H_0$  is rejected. The conclusion is that rejecting  $H_0$  and accepting  $H_a$  which states that the Product Innovation variable has a positive and significant influence on Buyer decisions. So if all buyers have innovation and taste in goods towards the Erigo fashion brand. The Influence of Social Media ( $X_2$ ) on Buyer Decisions. For the  $t$  calculated value of Social Media of 14.392, with a significance level of 0.00 after the  $t$  calculated value, you must look for the  $t$  table value ( $\alpha = 0.05$ ) which is 1.984 because the  $t$  calculated value  $>$   $t$  table is  $14.392 > 1.985$  with a significance level  $<$  0.00 ( $0.00 < 0.05$ ) so  $H_0$  is rejected. The conclusion is that rejecting  $H_0$  and accepting  $H_a$  states that the Social Media variable has a positive and significant effect on Buyer Decisions. If all buyers use social media, it will be easier to buy the Erigo brand. The Influence of Brand Image ( $X_3$ ) on Buyer Decisions. For the calculated  $t$  value of Brand Image of 14.695 with a significance level of 0.00 after the calculated  $t$  value, you must look for the  $t$  table value ( $\alpha = 0.05$ ) which is 1.984 because the calculated  $t$  value  $>$   $t$  table, namely  $19.247 > 1.985$  with a significance level  $<$  0.00 ( $0.00 < 0.05$ ) then  $H_0$  is rejected. The conclusion is that rejecting  $H_0$  and accepting  $H_a$  states that the Brand Image variable has a positive and significant effect on Buyer Decisions. The brand image is good enough in the eyes of the public so that it has become a top search local brand. The suggestions that the researcher proposes can be used as useful input for interested parties, namely: For further researchers, it is necessary to conduct research on Product Innovation, Social Media and Brand Image which have great potential to improve quality and contribute to the future achievements of the Erigo Brand. . Based on the results of this research, companies in the Brand Fashion subsector must continue to innovate in order to increase the superiority of the Erigo brand or other companies in the fashion sector. Carry out promotions using social media intensively so that the product is more visible to the market and improves the brand image of fashion products in the eyes of the national and international community.

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