The influence of price, brand awareness, perceived quality and brand loyalty on consumer purchase intention on Adidas shoe products at Shopee

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Article Info	ABSTRACT
Keywords: Price, Brand Awareness, Perceived Quality, Brand Loyalty, Consumer Purchase Intention, Adidas Shoes	The era of globalization has changed the way of view of Indonesian people, one of which is shopping online and how to dress. Shopee is one of the popular e-commerce that is growing in Indonesia. The purpose of this study is to analyze the influence of each independent variable: price, brand awareness, perceived quality, and brand loyalty on the purchase intention of consumers of Adidas shoes, the research method used in this study is quantitative, the population in this study is consumers who have used adidas shoes in Indonesia and the sample has been obtained as many as 200 respondents. Primary data were obtained using questionnaires and secondary data were obtained from journal studies, primary data that had been obtained was processed using SmartPLS version 3. The results showed that the variables price have value 0,710 more than 0,5, brand awareness have value 0,651 more than 0,5, perceived quality have value 0,637 more than 0,5,, and brand loyalty have 0,652 more than 0,5. All the variables had a positive influence on consumer purchase intention variables.
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INTRODUCTION

The development of the times that occur today, the era of globalization has changed the way of view of Indonesian people, one of which is shopping online and how to dress. With the modern advances today the needs of the community continue to grow higher, the lifestyle of today's people is also changing due to the influence of these technological developments, one of the most striking of these technological developments is gadgets and the tendency to do activities in cyberspace such as shopping online or more often referred to as online shopping (Setiowati et al., 2012), according to (Nurhasanah, 2021) Shopee is one of the popular e-commerce that is growing in Indonesia. Many consumers use shopee as an application to buy and sell online. In the third quarter of 2021, the average number of monthly visitors was 134.4 million. This figure increased 5.8% from the previous quarter of 127 million (Siregar et al., n.d.), Making it easier for buyers to purchase adidas shoe products through Shopee as one of the online platforms in the current era.

One of the shoe brands that is in great demand and has a community on social media is Adidas shoes, sales data based on Indonesia's Top Brand Index for 2017-2020 occupies

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the first rank, namely 38.2 percent (2017), 37.6 percent (2018), and 37.0 percent (2019). Top Brand Index is a form of appreciation for brands classified as top brands, (Prabowo et.al., 2020).

In addition to price, according to Aaker & Biel (2013), brand awareness can be recognized by consumers, the bigger the brand, the easier consumers will remember the brand, if brand awareness is high, then consumers will have a better assessment of the brand, according to (Kotler & Keller, 2016) consumers tend to choose brands that are better known when consumers are worried about making wrong decisions, Therefore, the higher the brand awareness, the higher the consumer's purchase intent.

Perceived quality will refer to consumer assessments that affect consumer purchase intentions, quality perception is a consumer assessment of product excellence based on subjective perception (Erdoğmuş & Büdeyri-Turan, 2012), Consumers can have high purchase intentions if the quality of the product is good. Therefore, perceived quality affects purchase intention. Brand loyalty is a consumer positivity bias or behavioral attachment and commitment to a brand (Chinomona & Maziriri, 2017). Customer satisfaction is also an important factor in generating customer loyalty. This can cause brand loyalty to affect purchase intention.

With the rapid growth of e-commerce, such as Shopee, understanding the factors that influence consumer purchase intent, and adidas shoes is the focus of this study. In this context, price, brand awareness, perceived quality and brand loyalty are factors that are thought to affect consumer purchase intent. Therefore, this study aims to explore this context in adidas shoes at shopee.

It is hoped that this research can provide insight and understanding of how price, brand awareness, perceived quality and brand loyalty affect consumer purchase intention on adidas shoes at shopee, so that it can help companies develop more effective marketing strategies and increase knowledge of marketing literature and consumer behavior.

Library Survey

Price is the amount of money charged for a product or service or the amount of value exchanged by customers to benefit from owning or using a product or service (Kotler and Armstrong, 2012). The idea of price is referred to as the relative value of the product and is not a define indicator in showing the amount of resources needed to produce the product (Prawirosentono, 2004.)

According to (Hartanto et al., 2021) shows that there is an effect of price on purchase intention. The effect of price on purchase intention is positive, meaning that when a price is more attractive it causes the purchase intention to be stronger and when the price is not attractive the purchase intention is weaker. Based on the above, the hypothesis is as follows:

H1: *Price* has a significant positive effect on *purchase intention*

Brand awareness is the ability of potential buyers to recognize and remember a brand as part of a particular product. Brand awareness can help the brand that the company expects, create customer familiarity with the brand, and show commitment to the brand (Supiyandi et al., 2022).

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Brand awareness is also measured by consumption or the ability of consumers to remember a brand while consuming other brands. In addition to consumption, brand awareness is also measured by the purchase or selection of a particular brand versus multiple brands in the same product category (Rahmi et al., 2022).

Brand awareness refers to a consumer's ability to remember and recognize a brand, especially among other competing brands (Latif et.al., 2014). Well-known brands can win the competition to become the choice to further increase purchase intent (Rahmi et al., 2022). Thus, brands with a high level of brand awareness have much greater power to influence the market share of a brand, while creating greater levels of brand image, brand equity, and brand loyalty (Barreda et al., 2015), Based on the above, the hypothesis is as follows:

H2: *Brand awareness* has a significant positive effect on *purchase intention*

Perceived quality is the customer's perception of the quality or superiority of a product or service in terms of its function compared to other products, The perceived quality is objective. It could be the customer's perception of attributes that are considered important to them (Supiyandi et al., 2022). According to (Widianingsih & Astuti, 2020) Quality perception is an assessment of the quality of a particular product or service based on various kinds of information. Cues, both intrinsic and extrinsic. perceived quality is more related to abstract judgments of consumers than to concrete attributes of products or services (Zeithaml, 1988).

The promised quality of a brand will influence the perception of customers to make a decision on the next purchase. The stronger a person's intent or desire to make a repeat purchase, the more likely it is that the customer will do so, and the perception of quality is the added value of a product (Saputri & Kurniawati, 2015). In (Wang, 2014) Examining the effect of quality perception on purchase intent shows that quality perception has a positive direct effect (through overall satisfaction) on purchase intent, based on the above, the hypothesis is as follows:

H3: *Perceived quality* has a significant positive effect on *purchase intention*

Brand loyalty is defined as a commitment to consumer behavior, and a positive attitude towards a particular brand (Putro & Haryanto, 2015), Loyalty is a form of loyal customer behavior, not to change the brand. Meanwhile, brand loyalty measures consumer loyalty to a brand and core brand equity, which is a central idea in marketing because it measures a customer's relationship with a brand (Supiyandi et al., 2022).

Loyalty is one of the main drivers of profitability because it provides a cost advantage by retaining the company's loyal customers, and provides more intent to buy and reduces price sensitivity (Büyükdağ, 2021), Consumers usually have a preference to pay money for a product because of its attributes, image, quality, features and price and they are usually loyal to buy the same product and also pass on the same product to others (Malik, ghafoor, Iqbal , & Usman Riaz, Mei 2013). According to the literature, brand loyalty significantly affects purchase intent (Kim & Lee, 2019; Das, 2014a; Huang & Chen, 2018; Anderson et al., 2014; Kim & Lee, 2019; Munnukka et al., 2015) dan WOM (Eelen et.al.., 2017; Munnukka et.al., 2015; Huang & Chen, 2018).

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H4: *Brand loyalty* has a significant positive effect on *purchase intention.*
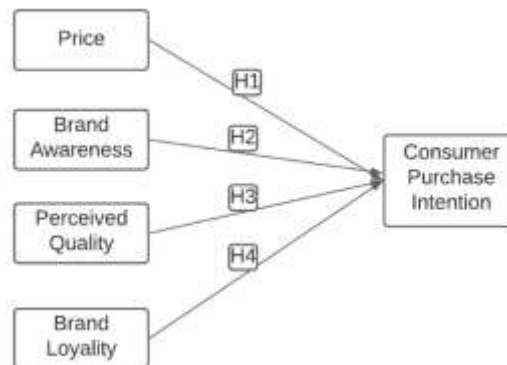

Figure 1. Frame of Mind

METHODS

In this study, the population is a shopee application user who shops for adidas shoe products, the technique used by researchers is purposive sampling, purposive sampling is a sample determination method carried out by determining the target population element that is estimated to be most suitable for use. The sample of this study amounted to 200 respondents who had used adidas shoe products.

The type of data obtained from this study is primary by distributing questionnaires, This study uses the Likert scale to measure the level of respondents' satisfaction with various topics or statements. Use of questionnaires containing statements scored on the Likert scale; Respondents were asked to indicate how much they agreed or did not agree with the statement. There are five categories on the Likert scale: strongly agree, agree, neutral, disagree, and strongly disagree. The results were analyzed statistically using an SEM data analysis model with one of these methods assisted by SmartPLS software version 3.

RESULTS AND DISCUSSION

Convergent Validity Test

Convergent validity includes outer loading (indicator) and *average variance extracted* (AVE). The result of convergent validity can be seen from the following figure.

Table 1. Outer Loadings

	Brand Awareness	Brand Loyalty	Perceived Quality	Price	Purchase Intention
H1				0,860	
H2				0,868	
H3				0,762	
H4				0,875	
M1	0,831				
M2	0,820				
M3	0,826				

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M4	0,748			
N1			0,792	
N2			0,889	
N3			0,830	
N4			0,815	
P1		0,848		
P2		0,759		
P3		0,779		
P4		0,813		
P5		0,789		
Q1				0,766
Q2				0,849
Q3				0,731
Q4				0,875

Table 2. Average Variance Extracted (AVE)

Average Variance Extracted (AVE)	
Brand Awareness	0,651
Brand Loyality	0,637
Perceived Quality	0,693
Price	0,710
Purchase Intention	0,652

Table 1 shows that all indicators are valid because they have outer loading values greater than 0.5 and ideally greater than 0.7. Then the results of convergent validity testing against the average variance extraction (AVE) value in table 2 exceeded 0.5. An indicator is said to be valid if the Average Variance Extracted (AVE) has a value of >0.5. In table 2 the Average Variance Extracted (AVE) value >0.5 so that all indicators are valid.

Reliability Test Results

Reliability tests on PLS can x use two methods, namely crossbach's alpha and Composite Reliability. Cronbach's alpha measures the lower bound of the reliability value of a connection, while composite reliability measures the actual reliability value of a construct. The rule of trump alpha and reliability values of the Cronbach composite should be 0.7, although a value of 0.6 is still acceptable. The results of the reliability test of cross loading values can be seen in table 4 below:

Tabel 3. Cronbach's Alpha and Composite Reability

	Cronbach's Alpha	Composite Reliability
Brand Awareness	0,821	0,882
Brand Loyality	0,857	0,898
Perceived Quality	0,852	0,900
Price	0,864	0,907
Purchase Intention	0,822	0,882

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Based on Table 3, all constructs in this study have a Cronbach's alpha value of >0.6 and a Composite Reliability value of >7, so it can be said that all constructs are reliable. This means that each construct in the research model has an internal consistency test and instrument reliability.

Direct Effect

Direct influence can be observed from the coefficients of the path of exogenous variables to endogenous variables, where there are p values and t statistics, can be said to have a significant effect if the value of p values <0.05 and t statistics >1.66.

Table 4. Test Results of Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Awareness -> Purchase Intention	0,139	0,141	0,059	2,359	0,019
Brand Loyality -> Purchase Intention	0,526	0,524	0,071	7,398	0,000
Perceived Quality -> Purchase Intention	0,222	0,226	0,068	3,279	0,001
Price -> Purchase Intention	0,095	0,092	0,048	1,982	0,048

Before conducting a hypothesis test, researchers found that the value of the t-table in this study was 1.652/1.66 and p values 0.05, if the static t value was above 1.66 and p values below 0.5, it could be concluded that the variable had a significant positive effect on the purchase intention variable. Based on the table, it can be described the explanation of the table is as follows:

1. Table 2 shows the value for the price variable with a t-static value of 1.982 and a p value of 0.048 lower than 0.05. So it can be concluded that the *price* variable has a significant positive effect on *purchase intention*.
2. Table 2 shows the value for *the brand awareness* variable with a static t value of 2.359 and a p value of 0.019 lower than 0.05. So it can be concluded that the *brand awareness* variable has a significant positive effect on *purchase intention*.
3. Table 2 shows the value for *the perceived quality* variable with a t-static value of 3.279 and a p value of 0.001 lower than 0.05. So it can be concluded that the perceived *quality variable* has a significant positive effect on *purchase intention*.
4. Table 2 shows the value for *the brand loyalty* variable with a t-static value of 7.398 and a p value of 0.000 lower than 0.05. So it can be concluded that the *brand loyalty* variable has a significant positive effect on *purchase intention*.

Hypothesis 1 (H1) is accepted.

There is an influence of *price on the purchase intention of purchasing adidas shoe products on the shopee application, meaning that the high or low of* a price will affect the purchase intention*, based on this research shows that* price *has an important role* in purchase intention in the shopee application, someone will have a *purchase intention*

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When looking at the price of adidas shoe products in the Shopee application, consumers will see adidas shoe products in the Shopee application at relevant prices that make consumers *purchase intent*. The results of this study support previous research conducted by (Hartanto et al., 2021) which shows that *price* has a positive effect on *purchase intention*. **Hypothesis 2 (H2) is accepted.**

There is an influence of brand awareness on the purchase intention *of purchasing adidas shoe products on the shopee application, meaning that the higher the level of brand awareness from consumers, it will affect the purchase intention of consumers* , based on this research shows that *brand awareness* has an important role in purchase intention In the Shopee application, the higher the level of consumer brand awareness, the higher the purchase intention in consumers. When someone has a high brand awareness of adidas shoe products, then when consumers open the shopee application, the first thing to look for when looking for shoe products is the adidas brand. The results of this study support previous research conducted by (Rahmi et al., 2022) which shows that *brand awareness* has a positive effect on *purchase intention*.

Hypothesis 3 (H3) Accepted

There is an influence of *perceived quality on the purchase intention of* purchasing adidas shoe products at shopee, meaning that the higher *the perceived quality*, the *purchase intention* can increase as well. Based on this research shows that *perceived quality has an important role* in purchase intention in *the shopee application, someone will have purchase* intention in the *shopee application if the* perceived quality of adidas shoes is in accordance with what consumers want. The results of this study support previous research conducted by (Saputri & Kurniawati, 2015) which shows perceived *quality* has a positive effect on *purchase intention.*

Hypothesis 4 (H4) is accepted.

There is an influence of brand loyalty on the purchase intention of purchasing adidas shoe products at shopee, the higher the consumer brand loyalty, the purchase intention on adidas shoe products also increases. Based on this research shows that brand loyalty has an influence on purchase intention, when consumers have high brand loyalty, consumers will look for adidas shoe products when opening the shopee application to find shoes, so that purchase intention to buy adidas shoe products in the shopee application increases. The results of this study support previous research conducted by (Büyükdağ, 2021) which shows that brand loyalty has a positive effect on purchase intention.

CONCLUSION

Based on the findings of the influence of price, brand awareness, perceived quality, and brand loyalty on consumer purchase intention on adidas shoes on shipee, it can be concluded that price has a positive influence on consumer purchase intention on adidas shoe products at shopee, this shows that the level of consumer purchase intention of adidas shoes has an interest in price, meaning that price plays an important role in increasing consumer purchase intent. Then brand awareness has a positive influence on consumer purchase intention on adidas shoe products at shopee, this shows that the level

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of purchase intention of adidas shoe consumers has an interest in brand awareness, meaning that every increase in awareness value can increase value in consumer purchase intent. After that the perceived quality has a positive influence on consumer purchase intention on adidas shoe products at shopee, this shows that the level of purchase intention of adidas shoe consumers has an interest in perceived quality, meaning that perceived quality is important in increasing consumer purchase intent and lastly brand loyalty has a positive influence on consumer purchase intention on adidas shoe products at shopee, This means that the higher the brand loyalty to consumers, the higher the customer's purchase intent.

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