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The Role of Brand, Product Quality, and Price on Consumer Purchase Interest in The Local Shoe Brand Aerostreet

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ABSTRACT

This study employs a quantitative method to measure variables related to consumer purchase interest in Aerostreet shoes. The population involves active students and the general public who have purchased the product. Samples were selected through random sampling classification from students in semesters 1-5 and the general public. Data analysis uses multiple linear regression to examine the influence of promotion, brand, and product quality on consumer purchase interest. PLS-SEM is used as an analysis tool with SMARTPLS 3.3.0, producing valid and reliable instruments. The multiple linear regression analysis results show that product quality and price significantly influence purchase interest, while the brand is not significant. Discriminant validity tests and VIF indicate model fit. Model fitness tests show that the Estimated Model is in line with the data, with an R Square of about 66.4%. Blinding tests show the model can predict about 53.8% of the variation in purchase interest. Hypothesis tests confirm the significant influence of product quality and price, while the brand is not significant. This study contributes to understanding the factors influencing consumer purchase interest in Aerostreet shoes and provides marketing strategy recommendations.

Keywords: *Brand, Product, Price*

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INTRODUCTION

Currently, fashion is a necessity for everyone, encompassing various items such as pants, bags, clothes, shoes, and more. The development of fashion is rapid, keeping pace with the fast flow of information and globalization into a country. With the abundance of information circulating among the public, fashion trends emerge over time, influencing individuals' lifestyles in clothing. Many shoe brands have emerged,

offering good quality, various models, designs, and competitive prices. The competition among shoes with strong brands like Nike, Converse, Vans, as well as new brands like Compass, Brodo, Pierro, Raingel, Bluecart, Aerostreet, and others has become intense. Intensive promotions, competitive pricing, brand quality, and brand image make Aerostreet shoes increase their strategies in terms of both pricing and promotions.

Aerostreet, established in 2015, is a local Indonesian product that advocates price equality for each of its products, with a price of around 99,900 rupiahs. As a pioneer in implementing a single-price shoe system, Aerostreet experienced a decline in revenue during the global Covid-19 pandemic. In April 2020, Aerostreet started an online sales system and began building its brand through Instagram. Massive branding efforts targeted consumers aged 20-30 years, proving to be a fresh idea executed well by the Aerostreet team. By building the Aerostreet brand, awareness was spread widely in society, garnering attention proportional to the branding effort. This was evidenced by the increase in production from the initial 6,000 pairs per day to 9,000 pairs per day. Moreover, one of Aerostreet's flagship products, Tiger 2D, sold out with 2,800 pairs in just 20 minutes (Wibowo, 2020)

Interest, in general, can be interpreted as the attraction expressed by an individual to an object, whether living or non-living. Interest also serves as a source of motivation that directs an individual in what they do. Purchase interest is a component of behavior in the attitude of consumption. According to Kotler (2011:97), purchase interest arises after receiving stimuli from a product one has seen, creating an interest in buying to possess it. Purchase interest will also naturally arise if a consumer is already interested in responding positively to what a producer offers. Factors influencing purchase interest, according to Kotler (Hilman Fikri & Sahdandi, 2021), include the attitude of others. The extent to which the attitude of others reduces alternatives liked by an individual depends on two factors: the intensity of negative traits of others towards the preferred alternative and the motivation of the consumer to follow the wishes of others. Additionally, there are unforeseen situational factors that can change a consumer's decision to make a purchase. The increasing purchase interest in society for a product has an impact on the growing market demand, especially for companies producing various models or variations of shoes. To build consumer trust, it is essential to enhance product quality, create attractive promotions, and establish a strong brand that can compete in the marketing world. Companies must have high resilience and understand their consumers well (Romdonny et al., 2018; Geraldine & Susanti, 2021).

A brand is a name or symbol that is differentiating (such as a logo, cap, or packaging) with the aim of identifying goods or services from a specific seller or seller group (David Aaker, 1997). Therefore, a brand can give a sign to consumers about the source of the product and protect consumers and companies from competitors trying to create identical products. For companies, a brand becomes more valuable when a company can be creative and innovative with ideas that can attract the interest of consumers. Besides the brand factor, companies also need to pay attention to product quality.

According to Kotler and Keller (2016:115), Price is an element in the marketing mix that not only determines probability but also serves as a signal to communicate the value proposition of a product. Price is a monetary or other measure exchanged to obtain ownership or use of a good or service. Price is the only element in the marketing mix that provides income or revenue to the company, unlike other marketing mix elements.

According to Kotler and Keller (2016:37), product quality is the ability of a product to perform its functions. This ability includes durability, reliability, precision, obtained by the product as a whole. Companies must always improve the quality of their products or services because improving product quality can make customers satisfied with the products or services provided and will influence customers to repurchase the products. To achieve the desired product quality, standardization is needed. This aims to ensure that the products produced meet the established standards so that consumers will not lose trust in the products. Product quality has two levels: level and consistency. For the development of new products, marketers must choose the level and quality, where high quality can also mean a high level of consistency.

Thus, this study applies promotion, brand, and product quality strategies to attract consumer interest. The emergence of technology, as it is now, requires companies to increase their marketing strategies so that companies can compete in the business world in marketing a particular product. Current business competition is a reason to motivate companies to develop more in marketing their products through various marketing strategies. This allows companies to target consumers more widely, and products can be known by everyone from all walks of life.

Research conducted by (Ramadhan, 2017) states that product quality does not significantly affect purchase interest in marketing conducted by a company. In contrast, research conducted by (Astuti et al.) states that promotion and product quality significantly influence consumer purchase interest in Converse shoes. In this study, it is crucial to increase understanding of strategies to attract consumer purchase interest influenced by promotion, brand, and product quality.Research Objectives:

- Analyze the role of promotion in consumer purchase interest for AEROSTREET shoes.
- Examine the role of the brand in consumer purchase interest for AEROSTREET shoes.
- investigate the role of price in consumer purchase interest for AEROSTREET shoes.
- Assess the role of product quality in consumer purchase interest for AEROSTREET shoes.

RESEARCH METHODOLOGY

This research utilizes a quantitative research method aimed at measuring variables within the study. The quantitative research method allows researchers to systematically collect data, analyze data using statistical techniques, and draw reliable conclusions

based on the collected data. Quantitative research is an approach that emphasizes the use of numerically measurable data, analyzed through statistical methods to identify patterns, relationships, or significant differences among the studied variables. Various experts have provided views and definitions regarding quantitative research, including:

- According to Creswell (2014), quantitative research is a systematic approach to examining phenomena using numerical or computational measurement techniques and statistical analysis to explain patterns and relationships among variables.
- According to Sugiyono (2017), quantitative research is primary research that produces data in numerical form. This research employs standard measurement tools and statistical analysis techniques to analyze data.
- According to Sekaran & Bougie (2016), quantitative research is a scientific approach involving the collection of numerical data analyzed using statistical techniques. This type of research aims to test previously formulated hypotheses.

The population in this study consists of active students at Nusa Putra University and the general public who have made purchases of Aerostreet shoe products. To determine the sample size, the researchers used the Slovin technique with the following formula:

$$\frac{N}{1 + N \cdot e^2}$$

Where:

n = sample size

N = population size

e = research margin of error percentage

The sampling technique used in this research is random sampling classification, which involves sampling from clusters or groups and then selecting individual samples from the chosen clusters, as proposed by Myers & Hansen (Fajrin & Leonardi, 2019). The consideration for the sample selection includes (1) Students of Nusa Putra University, Faculty of Business and Humanities, in semesters 1-5, and the general public, (2) Those who have purchased Aerostreet shoe products.

Data Analysis

Partial Least Square Structural Equation Modeling (PLS-SEM) is used as the analytical tool to process research data in this study. The analysis is performed using SMARTPLS 3.3.0. The Confirmatory Composite Analysis (CCA) approach is applied during model construction, and indicators for each latent variable are built based on strong theoretical foundations from previous research. PLS-SEM, as a variance-based structural equation technique, is capable of handling small sample sizes and is suitable for confirmatory and explanatory research. Additionally, this tool can address non-normality components and formative data. PLS-SEM enables researchers to link latent variables in the research model through multivariate analysis (J. F. J. F. Hair et al., 2018), making it a suitable choice for this study.

The analysis process through the PLS-SEM method consists of two stages: outer model testing and inner model testing. The outer model involves a series of statistical analyses to measure the validity and reliability of constructs, including indicators in the survey instrument. Two steps are taken to calculate instrument validity: convergent and discriminant validity. Instrument reliability is assessed using Composite Reliability (CR) and Cronbach's alpha (CA), with each latent variable considered reliable if CR and CA values exceed 0.70. Convergence validity is measured using Average Variance Extracted (AVE), which should exceed 0.50 (J. J. Hair et al., 2017).

Tabel 1 Measurement and Questionnaire Items

Construct	Code	Questionnaire Items	References
Brand	Definition: Sanjaya (2017: 114) is an indicator of the value that a company offers to its customers or consumers.		Kotler (2013)
	M1	The AEROSTREET shoe brand is of good quality	
	M2	The AEROSTREET logo is easily recognizable	
	M3	AEROSTREET shoe products can be used for any situation.	
	M4	The AEROSTREET brand can compete in the market	
	M5	You choose AEROSTREET because it is comfortable to wear	
Product quality	Definition: Kotler and Keller (2016: 164) state that product quality is the ability of a good to perform its functions and provide results or performance that match, or even exceed, what consumers desire		(Setiawati., 2021)
	KP1	AEROSTREET shoes are not easily damaged	
	KP2	AEROSTREET shoe products have various	

		attractive designs and models	
	KP3	AEROSTREET shoe products are suitable for all groups	
	KP4	AEROSTREET shoe products can be used for a long time	
	KP5	AEROSTREET shoe products meet the expectations of buyers	
	KP6	There are still many imitation products similar to AEROSTREET brand shoes	
Price	Definition: According to Shinta in the Pertiwi journal, etc. (2016:181), price is a value expressed in Indonesian rupiah for exchange/transactions or an amount of money that consumers must pay to obtain goods and services.		
	H1	The price of AEROSTREET shoes is suitable for my budget	
	H2	The price of AEROSTREET shoes is in line with its benefits	
Purchase interest	Definition: Purchase interest according to (Kotler, 2011:97) is something that arises after receiving a stimulus from a product that one has seen, creating an interest to buy in order to own it.		(Ferdinand, Saidani & Arifin, 2014)
	MB1	I choose AEROSTREET shoes because they fulfill my daily activity needs	

	MB2	I inquire about information on AEROSTREET shoes from people who have used them	

RESULT AND DISCUSSION

Table 2 depicts that all indicator items in this study have factor loading values above 0.70, indicating that all involved indicators accurately represent the constructs. Additionally, internal instrument reliability is evaluated through Cronbach's Alpha (CA) and Composite Reliability (CR). High CA and CR values for each variable signify good internal consistency in measurement. Furthermore, Average Variance (AV) indicates how well the items within a variable explain total variability. All variables show good AV values. Overall, the analysis results of convergence validity and instrument reliability indicate that the measurement instrument in this study has adequate levels of validity and reliability, reinforcing the reliability of findings that may result from the conducted data analysis.

Tabel 2 Convergence Validity and Intrument Reliability

Variable	Item	Faktor Loading	CA	CR	AV
Price	H1	0.951	0.851	0.929	0.868
	H2	0.912			
Quality	K1	0.789	0.908	0.929	0.688
	K2	0.807			
	K3	0.872			
	K4	0.898			
	K5	0.865			
	K6	0.734			
Brand	M1	0.919	0.856	0.933	0.776
	M2	0.872			
	M3	0.855			
	M4	0.877			
Purchase interest	MB1	0.942	0.904	0.933	0.874
	MB2	0.927			

Heterotrait-Monotrait (HTMT) ratio is employed as a measure to test the discriminant validity of the instrument. The use of the HTMT ratio is considered more reliable in determining discriminant validity in PLS-SEM analysis. To ensure instrument validity, the HTMT ratio values are expected to be below 0.90 (JFJF Hair et al., 2018).

Table 3. Discriminant Validity (HTMT Ratio)				
	Price	Quality	Brand	Purchase interest
Price				
Quality	0.894			
Brand	0.870	0.882		
Purchase interest	0.862	0.882	0.735	

Table 3. presents the results of discriminant validity analysis using the Heterotrait-Monotrait (HTMT) Ratio, aiming to evaluate the extent to which one construct differs from another. The values on the diagonal of the table (with a value of 1) represent the correlation between a construct and itself, while values outside the diagonal reflect the HTMT ratio between two different constructs.

The analysis results indicate that the HTMT ratio values between constructs (outside the diagonal) are all below the critical threshold of 0.90. This indicates that the discriminant validity between constructs is sufficiently good. For example, the HTMT ratio between Price and Quality is 0.894, the ratio between Price and Brand is 0.870, and the ratio between Price and Purchase Interest is 0.862. All these values indicate that these constructs have adequate discriminant validity, signifying that they are significantly different from each other.

These results reinforce the confidence that the instrument used in this study is capable of distinguishing well between the measured variables. Strong discriminant validity provides a solid foundation for this research to interpret the relationships between interrelated variables and ensures that the measured constructs do not substitute for or overly correlate with each other.

Table 4. Inner VIF Value between Variables				
	Price	Quality	Brand	Purchase interest
Price				3.118
Quality				3.527
Brand				3.200
Purchase interest				

Table 4 displays the results of the Variance Inflation Factor (VIF) analysis in the context of the research variables: Price, Quality, Brand, and Purchase Interest. VIF is used to assess the level of multicollinearity among these variables, where high VIF values indicate potential multicollinearity issues.

The analysis results show that all VIF values among variables exceed the commonly accepted threshold of 3. However, it is important to note that these values do not reach extremely high levels, which could indicate a serious multicollinearity

problem. For instance, the Quality variable has a VIF value of 3.527, while the Price variable has a VIF value of 3.118.

Although these VIF values surpass the threshold, further evaluation is necessary to determine the extent to which multicollinearity may affect the interpretation of analysis results. Strategies for addressing multicollinearity, such as variable transformation or removal of less essential variables, may be considered to rectify this issue.

In this context, a balance needs to be struck between acknowledging that multicollinearity can impact the interpretation of analysis results while still retaining essential variables for research purposes. The conclusions drawn from this VIF analysis can serve as a basis for the research to outline further strategies for addressing the identified multicollinearity.

Table 5. Model Fit Test Result

	Saturated Model	Estimated Model
SRMR	0.072	0.072
d_ULS	0.539	0.539
d_G	0.571	0.571
Chi-Square	304.245	304.245
NFI	0.769	0.769
Rms theta	0.238	

Table 5 presents the results of the model fit test between the Saturated Model and the Estimated Model. This test aims to evaluate the extent to which the proposed model aligns with the observed data. Several model fit evaluation parameters are measured and compared between the saturated and estimated models.

The test results show that some model fit parameters, such as Standardized Root Mean Square Residual (SRMR), d_ULS, d_G, and Chi-Square, have identical values between the Saturated Model and the Estimated Model. Low SRMR and Chi-Square values indicate that both models have a good fit with the observed data.

Furthermore, d_ULS and d_G, which also share the same values between the two models, indicate that the Estimated Model has a good fit with the Saturated Model. Values approaching 1 indicate a high level of fit between the two models.

In addition, the Normal Fit Index (NFI) has the same value for both models, which is 0.769, indicating an adequate level of fit. Rms theta does not have a listed value in the table, necessitating further review of this parameter.

Overall, the model fit test results indicate that the Estimated Model adequately fits the observed data, with model fit parameter values comparable to the Saturated Model. These findings reinforce the validity and accuracy of the model in representing the structure of relationships between the proposed variables in this study.

Table 6. Coeficient Determination Test Result

	R Square	R Square Adjusted

Purchase interest	0.664	0.654

After examining the assumptions of multicollinearity and goodness of fit, an evaluation of the determination coefficients was conducted. This testing is determined based on the R2 values generated from the PLS algorithm procedure. The classification of the R2Ratio levels is divided into three categories: 0.75 (high), 0.50 (moderate), and 0.25 (weak; J. F. Hair et al., 2018).

Table 6 presents the results of the Coefficient Determination Test for the Purchase Interest variable, involving R Square and R Square Adjusted. The determination coefficient is used to measure the extent to which the variation in the dependent variable can be explained by the proposed regression model.

The test results indicate that the R Square for the Purchase Interest variable is 0.664. This means that approximately 66.4% of the variation in Purchase Interest can be explained by the independent variables present in the regression model. This reflects the model's ability to provide a good depiction of the variation in the response variable.

Furthermore, the R Square Adjusted has a value of 0.654. R Square Adjusted modifies R Square based on the number of independent variables in the model, providing a more critical insight into how well the model can explain the variation in the dependent variable. The almost equivalent values of R Square Adjusted and R Square indicate that the adjustment does not significantly impact the model's quality.

These findings indicate that the proposed regression model is capable of adequately explaining the variation in Purchase Interest. Although it cannot explain the entire variation, the contribution of the independent variables in the model provides significant insight into the factors influencing Purchase Interest in the context of this research.

In the second stage of the inner model test, an evaluation was conducted using blindfolding ratios. Blindfolding testing is used to evaluate the Q2 value to assess the level of predictive relevance of the construct model (J. Hair et al., 2017). If the R square is more than 0.05, it can be concluded that the model constructed in this study is suitable for describing the phenomenon.

Table 7. Blinding Test Resuls

	SSO	SSE	Q^2 (=1-SSE/SSO)
Price	200.000	200.000	
Quality	600.000	600.000	
Brand	400.000	400.000	
Purchase interest	200.000	92.497	0.538

Table 7 details the results of the Blindfolding test, involving Sum of Squares Explained (SSO), Sum of Squares Error (SSE), and the Q^2 value, calculated as 1 minus

the ratio of SSE to SSO. The Blindfolding test aims to evaluate howwell the regression model can explain the variation in the measured dependent variable.

The test results show that SSO and SSE have the same values for each variable (Price, Quality, and Brand), indicating that the model can explain the entire variation in these variables. SSO reflects the amount of variation in the dependent variable explained by the model, while SSE reflects the variation that cannot be explained by the model.

The importance of the Blindfolding test lies in the Q^2 value, which measures the extent to which the model can predict the dependent variable. For the Purchase Interest variable, Q^2 has a value of 0.538. This value indicates that the model can explain about 53.8% of the variation in Purchase Interest, while the remaining approximately 46.2% is considered unexplained by the model.

These findings provide an understanding that the regression model can offer a significant explanation for Purchase Interest, but there are still other factors contributing to unexplained variation. Therefore, the interpretation and generalization of the research results need to be done considering the limitations of the model in predicting the dependent variable.

Results of Hypothesis Testing

The final stage of the inner model analysis involves hypothesis testing using the bootstrapping method. In evaluating the relevance level of the structural model, this study utilizes 5,000 sub-samples to confirm the data's relevance level (J. J. Hair et al., 2017). The research adopts a significance level of around 5–10%, which is a commonly accepted significance level in economic and management research. The results of the one-way relationships between variables are presented in Table 9.

Table 8. Direct Effect Test Result

Hypothesis	Path	Coefficient	STD	t-statistic	p-value	conclution
H1	Brand -> Purchase interest	-0.072	0.140	0.510	0.610	not supported
H2	Quality -> Purchase interest	0.556	0.190	2.926	0.003	supported
H3	Price -> Purchase interest	0.364	0.118	3.091	0.002	supported

Table 8 presents the results of the Direct Effect Test for the three hypotheses proposed in this study. The three independent variables tested are Brand (H1), Quality (H2), and Price (H3), which are linked to the dependent variable, Purchase Interest.

The analysis results indicate that the direct effect of Brand on Purchase Interest (H1) is not statistically significant, with a coefficient of -0.072, standard deviation

(STD) of 0.140, t-statistic of 0.510, and p-value of 0.610. Therefore, hypothesis H1 cannot be supported.

On the contrary, the direct effect of Quality on Purchase Interest (H2) is statistically significant, with a coefficient of 0.556, STD of 0.190, t-statistic of 2.926, and p-value of 0.003. This finding provides significant support for hypothesis H2, indicating that Quality has a positive and significant impact on Purchase Interest.

Similarly, the direct effect of Price on Purchase Interest (H3) is also statistically significant, with a coefficient of 0.364, STD of 0.118, t-statistic of 3.091, and p-value of 0.002. Therefore, hypothesis H3 can be stated as supported, demonstrating that Price has a positive and significant influence on Purchase Interest.

Thus, these findings provide more detailed insights into the direct influence of independent variables on Purchase Interest, enhancing the understanding of factors that can affect consumer behavior in the context of this research.

CONCLUSION

The study reveals relevant findings related to the validity, reliability, and effectiveness of the structural model used. The research instrument shows good convergent validity, with high factor loadings and adequate reliability. Discriminant validity among constructs also proves to be adequate based on the HTMT ratio values that are below the critical threshold of 0.90. Although potential multicollinearity issues were identified based on VIF values exceeding commonly accepted thresholds, further evaluation is needed to understand their impact on the interpretation of analysis results.

The model fit test indicates that the Estimated Model adequately fits the observed data, with model fit parameters comparable to the Saturated Model. The coefficient of determination (R Square) indicates the model's ability to explain 66.4% of the variation in Purchase Interest, with insignificant adjustments in R Square Adjusted. The Blindfolding test provides an overview that the model can explain about 53.8% of the variation in Purchase Interest, while the rest is considered unexplained by the model.

Hypothesis testing results show that the variables Quality and Price have a significant direct influence on Purchase Interest, while Brand does not have a significant impact. Therefore, it can be concluded that factors such as Quality and Price play a crucial role in shaping consumer Purchase Interest. However, limitations in the model, such as potential multicollinearity issues and unexplained variation, emphasize the importance of further development and careful consideration in interpreting the results of this research. Recommendations for addressing these issues also become a focus for further research.

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