

The Influence of Brand Image and Brand Trust on Consumers' Decisions to Purchase Aerostreet Shoes in the City of Solo

Pengaruh Brand Image dan Brand Trust Terhadap Keputusan Pembelian Sepatu Aerostreet pada Konsumen di Kota Solo

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ABSTRACT

This research aims to determine the influence of brand image and brand trust on the Purchase Decision of Aerostreet shoes among consumers in Pasuruan. This study uses a quantitative approach. Data analysis in this study used a multiple linear regression model. The sampling technique used a non-probability technique with purposive sampling type to obtain 60 samples. The research results show that brand image and brand trust have a significant effect on purchasing interest. Brand image partially influences Purchase Decision and Brand trust directly influences purchasing interest.

Keywords : Brand image, Brand trust, Purchasing Decisions, Aerostreet.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh brand image dan brand trust terhadap Purchase Decision sepatu Aerostreet pada konsumen di Pasuruan. Penelitian ini menggunakan pendekatan kuantitatif. Analisis data dalam penelitian ini menggunakan model regresi linear berganda. Teknik pengambilan sampel menggunakan teknik non probabilitas dengan jenis purposive sampling didapat sebanyak 60 sampel. Hasil penelitian menunjukkan bahwa brand image dan brand trust berpengaruh secara signifikan terhadap minat beli. Brand image secara parsial berpengaruh terhadap Purchase Decision dan Brand trust berpengaruh secara langsung terhadap minat beli.

Kata Kunci : Brand image, Brand trust, Keputusan Pembelian, Aerostreet.

1. Introduction

The development of the shoe industry in Indonesia experiences growth every year. Various local shoe brands are starting to enter the market to meet various fashion needs. This development is related to the campaign with the theme "local pride" which is being increasingly voiced. BPIPI Ministry of Industry (2022) stated that at the beginning of the 2010 decade, the growth of local shoe brands increasingly exploded and competed with various global brands. The growing development of social media in 2010-2018 meant that many local brand campaigns found more and more interest and became a successful year for local Indonesian shoes.

Even though the 2019 to 2021 pandemic hit various industries, it caused a decline in sales in various sectors, including the local shoe industry. The post-pandemic years saw the beginning of growth that revived the local shoe industry with various transformations of the

industry to become closer to consumers with the increasingly comprehensive use of social media used by Indonesian people for shopping. This increase can be seen from the many local shoe brands circulating in the market such as Compass, Aero Street, Ventela, Patrobas, Geoff Max and so on. One of the brands that has been on the rise recently is the Aerostreet brand of shoes produced by PT. Adco Pakis Mas is produced in Klaten, Central Java. Aerostreet was founded by Adhitya Caesarico in 2015 and initially only produced shoes for schools and marketed them from shop to shop. Based on an interview by Local Madness Indonesia with the owner of Aerostreet in 2020, Aerostreet said that its turnover had decreased due to the Covid-19 pandemic due to school holidays and this caused demand for school shoes to decrease. So in April 2020 Aerostreet started selling online and building massive branding targeting consumers aged 20-30 years.

In 2021, Aerostreet will release a new product that is slightly different by making shoes that can be used in every activity, such as sports, casual and formal shoes. Aerostreet has a unique form of marketing by collaborating between shoe brands and other brands and they seriously promote it on social media. Aerostreet builds a brand image through digital marketing strategies, making it easily accessible to anyone, wherever and whenever consumers want to know about Aerostreet brand shoe products. Using the motto "now everyone can buy a good shoes" provides an understanding that aerostreet realizes that society has other needs for footwear products that can be reached by all levels so this motto means that all levels can buy high quality shoes at relatively cheap prices (Izza, 2023). Apart from that, Aerostreet has received a lot of attention by carrying the tagline #LokalTakGenter which makes Aerostreet's brand image prioritize the work of the nation's children who have successfully attracted the attention of today's young people. This shows the strength of Aerostreet's brand image and brand trust among local Indonesian shoe enthusiasts.

Brand image is one of the factors that influences purchasing decisions which can be interpreted as consumers' perceptions based on their memories of a product. Brand image is the general image that consumers have of a brand (Lee, 2014). Brand image has a positive and significant influence on purchasing decisions both through direct and indirect relationships (Ghadani, 2022). By improving brand image, you can directly or indirectly increase consumers' tendency to make purchases, but direct relationships will have a greater influence. It is important for a brand to have a good image, positive memories from consumers will encourage consumers to fulfill consumer needs and desires using the brand. A positive and strong brand image will influence consumer confidence in the brand, or what can be called brand trust.

Brand trust is a customer's desire to rely on a brand despite the risks it faces because of the expectation that the brand will lead to positive results. According to Lau and Lee (1999), brand trust is the willingness of consumers to trust a brand with all the risks because there is an expectation in their minds about the brand that it will provide positive results, thus giving rise to loyalty to a brand. Consumer trust in Aerostreet shoes can be seen from consumer enthusiasm for several collaborations carried out by Aerostreet with several other brands. Like Aerostreet's collaboration with digital comic Tahilalats and also the legendary comic Crayon Sinchan on October 24 2022 which sold out in 48 seconds with 5000 pairs of shoes. Apart from that, Aerostreet's collaboration on February 14 2023 with Nestle Kitkat was also successfully marketed in just 50 seconds with 1,402 pairs of shoes. This shows the strong consumer trust in Aerostreet shoe products which makes consumers make purchasing decisions quickly.

In the midst of this growth and development, many companies are competing with each other to get the attention of consumers, which will have an impact on the company's sustainability. This competition cannot be separated from the desires of consumers who want quality, satisfying and low cost products. Aerostreet itself is a local shoe brand that is able to grow and develop very rapidly. Companies that are able to provide quality products to

consumers certainly influence the brand image and brand trust of a brand which influences purchasing decisions.

2. Literature Review

Brand image

According to Kotler and Keller (2019), brand image is the impression that exists in consumers' minds regarding a brand, which is formed by consumers' messages and experiences regarding the brand, giving rise to the image that exists in consumers' minds. Brand image is a consumer's perception of the brand of a product which is formed from information obtained by consumers through experience using the product.

Brand trust

According to Lau da Lee (in Dharmawan, 2021) trust in a brand (Brand trust), is defined as a customer's desire to rely on a brand with the risks it faces because of the expectation that the brand will cause positive things. Brand trust is the willingness of consumers to trust a brand because it is considered to provide positive benefits to consumers. Brand trust is an important component and must be built by producers or companies. Therefore, companies must build consumer confidence that the products sold are able to meet the promised value or the perception that the brand is able to meet consumer expectations by fulfilling the brand promise which ultimately creates consumer satisfaction.

Buying decision

Purchasing decisions are a process of recognizing needs, searching for information, evaluating alternatives, purchasing decisions, and post-purchase behavior (Keller, 2008). Contains the theoretical basis used in this research. It is recommended that this section contain many expert opinions and various references to strengthen this research. Purchasing decisions are influenced by personal characteristics, such as age, life cycle, occupation, economic situation, lifestyle, personality and self-concept.

H1: Brand image and brand trust have a significant influence on the decision to purchase Aerostreet shoes.

Hypothesis 2

H2: Brand image has a significant influence on the decision to purchase Aerostreet shoes.

H3: Brand trust has a significant influence on purchasing decisions for Aerostreet shoe products.

3. Metode

This research uses a quantitative method with a descriptive approach to examine the influence of brand image and brand trust on consumers' purchasing decisions for Aerostreet shoes in the city of Solo. The population in this study is Aerostreet shoe buyers in the city of Solo whose population size is unknown. This research uses non-probability samples. The sampling technique uses purposive sampling, namely a sampling technique to obtain samples that match predetermined criteria (Sugiyono, 2019). The criteria that must be met to determine the sample used in this research include: having bought Aerostreet shoes and being in the city of Solo. The sample size in this study uses the Hair (2010:176) formula, which suggests a minimum sample size of 5-10 times the indicator variable. This research obtained indicators of 12 units which were then multiplied by 5 ($12 \times 5 = 60$), so the sample in this study was 60 respondents.

Data collection was carried out using questionnaires conducted online via Google Form media and using a Likert scale to obtain scores. To test the hypothesis testing were used with the help of the SPSS program using multiple regression analysis.

4. Results and Discussions

Multiple Linear Regression Analysis

The results of multiple linear regression analysis between the variables brand image (X1) and brand trust (X2) on purchasing decisions (Y), namely:

Table. 1 Multiple linear regression results

Dependent Variable	Independent Variable	Koefisien Regresi (B)	Standart Error	Signifikan si
Purchase Decision (Y)	Brand image (X1)	0,339	0,124	0,008
	Brand trust (X2)	0,405	0,112	0.000
Konstanta		0.962	0,407	0,22

Source: Primary Data Processed by Researchers, 2023

Based on table 1, it can be said that the constant value (α) is 0.962, the brand image value (β_1 X1) is 0.404 and the price value (β_2 So you can get the general equation of multiple linear regression as follows:

$$Y = 0,962 + 0,339 X1 + 0,405 X2$$

Constant

The dependent variable and the independent variable are influenced in the same direction with a constant value of positive value of 0.962. This shows that the independent variables brand image (X1) and brand trust (X2) have a value of 0 or have not changed, so the magnitude of the purchasing decision variable is 0.962.

Brand image regression coefficient value

The brand image coefficient (X1) is 0.339, meaning that the brand image (X1) has increased by 1%. So the purchase decision value (Y) has increased by 0.339, the coefficient is positive, which means a positive relationship between brand image (X1) and the purchase decision value (Y). The greater the brand image (X1), the greater the purchasing decision value (Y), provided that other variables are constant.

Brand trust regression coefficient value

The brand trust coefficient (X2) value is 0.405, meaning that brand trust (X2) has increased by 1%. So the purchasing decision value (Y) has increased by 0.405, the coefficient is positive, which means a positive relationship between brand trust (X2) and the purchasing decision value (Y). The greater the brand trust (X2), the greater the value of the purchasing decision (Y), provided that other variables are constant.

F Test

Table 2. F Test Result

Independent Variable	Dependent Variable	F Tabel	F Value	Signifi kansi	Information
Brand image (X1)	Purchase Decision (Y)	4,02	35,604	0,000	H ₁ accepted H ₀ rejected
Brand trust (X2)					

Source: Primary Data Processed by Researchers, 2023

Based on the table above, it is known that the Fcount value is 35.604 and the Ftable value is 4.02, which means that Fcount is 35.604 > Ftable 4.02. It can be said that there is an influence between brand image and brand trust on purchasing decisions simultaneously. And the significance value of 0.000 < 0.05 shows that hypothesis 1 brand image and brand trust have a significant influence on the decision to purchase Aerostreet shoes

T Test**Table 3. T Test Result**

Dependent Variable	Variabel Independen	T tabel	T value	Signifikansi	Information
Purchase Decision (Y)	Brand image (X1)	2,002	2,713	0,008	H ₁ rejected H ₀ accepted
	Brand trust (X2)	2,002	3,640	0,000	H ₁ accepted H ₀ rejected

Source: Primary Data Processed by Researchers, 2023

Based on the table, it is known that the t-count value for the brand image variable (X1) is 2.173, the t-count for the brand trust variable (X2) is 3.640 and for the t table value it is 2.002. Which means tcount X1 tcount (2.173) > ttable (2.002) it can be said that there is a partial influence between the brand image variable on purchasing decisions, and buying decision. And the significance value of X1 is $0.008 < 0.05$, which means the brand image variable significantly influences purchasing decisions and the significant value of.

Coefficient of Determination**Table 4. Coefficient of Determination Test Results**

Independent Variable	Dependent Variable	R	R Square
Brand image (X1)	Purchase Decision (Y)	.640 ^a	0,397
Brand trust (X2)			

Source: Primary Data Processed by Researchers, 2023

Based on the table above, it is known that the R Square value is 0.397 or 39%, it can be concluded that the influence of brand image (X1) and brand trust (X2) influences or is able to explain that the purchasing decision variable (Y) is 39%. Meanwhile, the remaining 61% can be influenced by other variables not included in this research model.

The Influence of Brand Image and Brand Trust on Purchase Decisions for Aerostreet Shoes

Based on the results of data analysis, it can be concluded that simultaneously X1 and Brand trust has a significant influence on the Purchase Decision for Aerostreet shoes. Apart from that, based on the determinant coefficient value (R²), it can also be seen that the test results for the brand image and brand trust variables simultaneously have an influence of 0.397 or 39%, while the remaining 61% is influenced by other variables outside this research. The results of this research show that brand image and brand trust are factors that can influence the Purchase Decision for Aerostreet Shoes.

The results of this research are in line with research conducted by Dharmawan (2021) which states that brand image and brand trust simultaneously have a positive and significant effect on Purchase Decisions. The higher the brand image received, the higher the Purchase Decision perceived by consumers. If the company has good product quality, which can be seen from whether it meets the wants and needs of consumers, the product design, brand and features offered, it will further improve the product's brand image, so that it can improve Purchase Decisions. Not only seen from product quality, brand image is also influenced by price, distribution and promotions carried out by the company. Currently, promotions play an important role, because consumers tend to be interested in trying and buying a product based on the advertisements and promotions carried out, for example interesting Instagram feeds and Instagram stories. Aerostreet maximizes the use of social media as promotional media which is packaged in a modern and unique way, thereby making Aerostreet's brand image

increasingly popular with consumers. A positive and strong brand image will influence consumer confidence in the brand, or what can be called brand trust. This brand trust can be seen from consumers' willingness to trust a brand with all the risks, because there is a hope in their minds about the brand that it will provide positive results, so that later it can encourage consumers to buy into that brand or product.

The Influence of Brand Image on Purchase Decisions for Aerostreet Shoes

Based on the data analysis that has been carried out, the results show that X1 directly has a significant effect on Y. This can be seen from the results of the significance value for the variable X1 which is $0.008 > 0.05$, and the value of tcount that there is a partial influence between the brand image variable on Purchase Decision. This means that hypothesis 1 is accepted, which states that brand image has a significant influence on the Purchase Decision for Aerostreet Shoes. The results of this research are in line with research conducted by Ali (2019) and Siswanti (2020) which states that brand image has a significant influence on Purchase Decisions.

As a strategy to influence a Purchase Decision, brand image is a positive involvement in the process of creating a Purchase Decision. This is an option for potential consumers to buy based on the impression that potential consumers have regarding the product they want to buy. Brand image has a positive and significant influence on Purchase Decisions both through direct and indirect relationships (Ghadani, 2022). By improving brand image, you can directly or indirectly increase consumers' tendency to make purchases, but direct relationships will have a greater influence. It is important for a brand to have a good image, positive memories from consumers will encourage consumers to fulfill consumer needs and desires using the brand. Through brand image, consumers are able to recognize a product, evaluate quality, reduce purchase risk, and gain experience and satisfaction from certain product differentiation (Musay, 2013). Brand image has a relationship with attitudes in the form of consumers' self-confidence towards a brand. The stronger the brand image of a company in the eyes of consumers, the stronger the consumer's sense of confidence in buying products from that company. A brand that has a positive or favorable image is considered to reduce purchase risk. Thus, it can be concluded that consumers use the brand image of a product as a reference in making a Purchase Decision.

The Influence of Brand Trust on Purchase Decisions

Data analysis that has been carried out shows that X1 directly has a significant effect on Y. This can be seen from the results of the significance value for variable X2 which is $0.000 > 0.05$, and the value of tcount that there is an influence between the brand trust variable on the Purchase Decision. This means that hypothesis 1 is accepted, which states that brand trust has a significant effect on the Purchase Decision for Aerostreet Shoes.

The results of this research are in line with research conducted by Junia (2020) and Dharmawan (2021) which stated that brand trust has a significant influence on Purchase Decisions. Brand trust can be used to measure the level of Purchase Decision for a product. Suryani and Rosalina (in Parulian, 2021:28) state that brand trust is a sense of security that a consumer has through their interaction with a brand which is based on the consumer's perception that the brand can be trusted and is responsible for the interests and welfare of consumers. Meanwhile, according to Ristanti et al., (in Parulian, 2021:28), brand trust is the strength of a brand to be trusted (brand reliability), which lies in the consumer's belief that the product is able to fulfill the value of needs well and intensely, both brands intention) which is based on the fact that the brand is able to prioritize consumer interests. If consumers already have strong and positive brand trust towards a company or brand, this will influence the level of Purchase Decision. This is because if consumers tend to trust, then they will not be afraid to use the product. Apart from that, if a product has strong brand trust, then consumers do not

need to make a lot of considerations in carrying out the Purchase Decision process, because they believe that the product is able to meet their needs and can be responsible for the interests and welfare of consumers.

5. Conclusion

Based on the results of the research and discussion, it can be concluded that brand image and brand trust influence simultaneously or simultaneously on the decision to purchase Aerostreet shoes among consumers in the city of Solo. So the better the brand image of Aerostreet Shoes in the minds of consumers and the better the brand trust or consumer confidence in Aerostreet Shoes, the more it will influence consumers' decisions to make purchases. Brand image has a positive influence on consumers' purchasing decisions for Aerostreet shoes in the city of Solo. Brand trust has a positive influence on the decision to purchase Aerostreet shoes among consumers in the city of Solo.

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