Pomelo Fashion Brand Image Effect On Product Purchase Interest In Young Women In Indonesia

Moza Ayudina Larasati, Cindy Ayu Agustin

Abstract : This research aimed to determine any influences of Pomelo Fashion's brand image towards product purchase intention and to determine any connection between Pomelo Fashion's brand image and product purchase intention. This study used explanative quantitative approach, and the research method used was survey. The samples used in this study were 100 samples, taken using the probability sampling technique. It can be concluded that there is a low influence of Pomelo Fashion's brand image towards purchase intention, and there is a strong connection between Pomelo Fashion's brand image and purchase intention.

Index Terms : Brand Image, Pomelo Fashion, Purchase Intention

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1 INTRODUCTION

AS As time goes by, fashion is one thing that is highly appreciated in community. Nowadays, fashion is not limited to how people dress but has been considered to describe a person's character and personality. In the 2010s, the use of technology such as smartphone and laptop has become one of the distinctive features of fashion. Not only for the personal needs, business also proliferates through the Internet, the same also goes with fashion brands that are highly developed through the Internet by e-commerce. E-commerce is an activity related to buying, selling, marketing goods or services by utilizing electronic systems such as the Internet or computer network. Social media and the Internet have made thought about fashion change. Many fashion influencers or fashion bloggers started their careers from scratch to be well-known because of social media and the Internet. With the existence of the Internet, modern society is now getting inspiration for their lifestyles and dress styles through fashion influencer or fashion blogger. Pomelo Fashion itself began its development through the Internet. Pomelo Fashion is engaged in e-commerce where Pomelo Fashion develops through its website. With the Internet, Pomelo Fashion sells its products through the site and carries out its promotion strategy through social media. Young adult women tend to buy clothes online in this age of sophisticated technology, either through the application of clothing brand, fashion marketplace application, online shopping site, or shopping through social media like Instagram. In this study, the observation of the brand image by Pomelo Fashion can influence purchase interest in young women in Indonesia. It aims to find out how much a brand image possessed by fashion e-commerce can affect the level of purchase interest in young women in Indonesia. This study uses the following hypotheses, are there influences between Pomelo Fashion's brand images on product buying interest in young women in Indonesia?

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Also, how big is the influence of Pomelo Fashion's brand image on product buying interest in young adult women in Indonesia? Brand image, as explained by Susanto and Wijanarko [1] has a crucial role because it distinguishes a company or product from another. The brand image recorded in the minds of consumers cannot be replicated. Without a strong and positive image, it is hard for companies to attract new customers, retain existing customers, and ask them to pay a high price. Brand image is what consumers perceive. Glenn Walters in Mailakay (2011) explained the importance of environmental and personal factors as the beginning of brand image formation because environmental and personal factors are those that influence one's perception. Environmental factors that can influence are technical attributes in a product where the producer can control this factor, besides that, social culture is included in this factor. Assael [2] argued that buying interest is the tendency of consumer to buy a brand or take action related to purchase that is measured by the level of possibility for consumer to make a purchase. Kotler (2009) stated that there are several factors that shape consumer buying interest, First is the attitude of others, the extent to which other people's attitudes reduce one's preferred alternative depend on two things, namely, the intensity of negative traits of others on alternative preferred by consumers and the motivation of consumers to comply with the wishes of others. Second is unanticipated factor. This factor can change the customer's mind in making a purchase. Depends on the customer's thoughts, whether he is confident in deciding whether to buy an item or not. According to Ferdinand [3], several indicators identify buying interest, first, the transactional interest, namely the tendency to buy product. Second is the referential interest, namely the tendency of someone to refer product to others. The third is the preferential interest, namely the interest that describes the behavior of someone who has a primary preference for the product. This preference can only be replaced if something happens with the preferred product. The last one is explorative interest, describes the behavior of someone who is always looking for information about the product of interest and looking for information to support the positive properties of the product.

2 RESEARCH METHODOLOGY

The research paradigm in this study is to use the positivistic paradigm, where the positivistic paradigm is always related to research with a quantitative approach. As already mentioned, this study uses a quantitative approach, namely an approach

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related to numerical data. This quantitative research uses the type of explanatory-associative survey research to explain the influence and relationship of brand image variable and buying interest variable. In this study the population used was all young women ranging from 18 years old to 30 years old, domiciled in Indonesia and are the users of Pomelo Fashion website or application, and have a Pomelo Fashion account. The total number of population was 1300 accounts on website and application based in Indonesia. In this study, the sample population was selected based on the sample collection method. The sample collection technique used probability sampling method in acquiring sample size. The sampling method used was simple random sampling which is a method that randomly takes samples from population regardless of the level in the population. Determination of the number of samples was using the Slovin formula where 92.9 samples were produced and rounded to 100 samples. Primary data used was the data obtained from the users of website or application of Pomelo Fashion using the prepared questionnaire and with respondents representing the population. The questionnaire was designed based on a Likert scale and ordinal scale pattern. Secondary data used were data obtained from second parties such as data from company or company documentation, literature study, previous journals, articles, and the Internet. The technique of analyzing data in this study used validity test, reliability test, normality test, regression analysis, and correlation analysis, which was done using SPSS 25 for Windows.

3 RESULT AND DISCUSSION

3.1 Result
Validity Test
The hypotheses used for validity test are:
1. Ha: Valid point statement.
2. Ho: Invalid point statement.

Basic decision making in this validity test is:
1. rcount > rtable¬ = statement declared valid.
2. rcount < rtable = statement declared invalid.

In this study, the rtable is 0.5.

Validity Test on Variable X (Brand Image)
The results of the decision from validity test on variable X (brand image) are as follows:

Table 1. Results of Validity Test on Variable X

No. Statement	R Count	R Table	Information
1	0.590	0.5	VALID
2	0.811	0.5	VALID
3	0.737	0.5	VALID
4	0.800	0.5	VALID
5	0.777	0.5	VALID
6	0.751	0.5	VALID
7	0.777	0.5	VALID
8	0.722	0.5	VALID
9	0.648	0.5	VALID

Source: Authors processed data (2018)

Based on the data obtained, it can be concluded that all statements for brand image variable are considered valid because all rcount produced have a higher nominal than the rtable and can proceed to the next test.

Validity Test on Variable Y (Purchase Interest)
The results of the decision from validity test on variable Y (Purchase Interest) are as follows:

Table 2. Results of Validity Test on Variable Y

No. Statement	R Count	R Table	Information
10	0.755	0.5	VALID
11	0.679	0.5	VALID
12	0.791	0.5	VALID
13	0.792	0.5	VALID
14	0.795	0.5	VALID
15	0.806	0.5	VALID
16	0.799	0.5	VALID
17	0.808	0.5	VALID
18	0.746	0.5	VALID
19	0.762	0.5	VALID
20	0.803	0.5	VALID

Source: Authors processed data (2018)

Based on the data obtained, it can be concluded that all items for the purchase interest variable are considered valid because all r_{count} produced have a higher nominal than the r_{table} and can proceed to the next test.

Reliability Test
Reliability Test on Brand Image Variable
The following is the result of reliability test on the Brand Image variable:

Table 3. Result of Reliability Test on Variable X

Variable	X
Reliability Statistics	
Cronbach's Alpha	N of Items
0.941	9

Source: Authors processed data (2018)

Based on the data obtained, the brand image variable is declared reliable because it has a higher alpha nominal than 0.50 which is 0.941

Reliability Test on Purchase Interest Variable
The following is the result of reliability test on Purchase Interest Variable:

Table 4. Result of Reliability Test on Variable Y

Variable	Y
Reliability Statistics	
Cronbach's Alpha	N of Items
0.947	11

Source: Authors processed data (2018)

Based on the data obtained, the purchase interest variable is reliable because it has a higher alpha nominal than 0.50 which is 0.947

Normality Test

The basis for decision making is if the data follow or parallel to the diagonal line in the table, the data is normal. If the data is in the opposite direction with the diagonal line, then the data is abnormal. From the figure below, the data is declared normal because it follows a diagonal line.
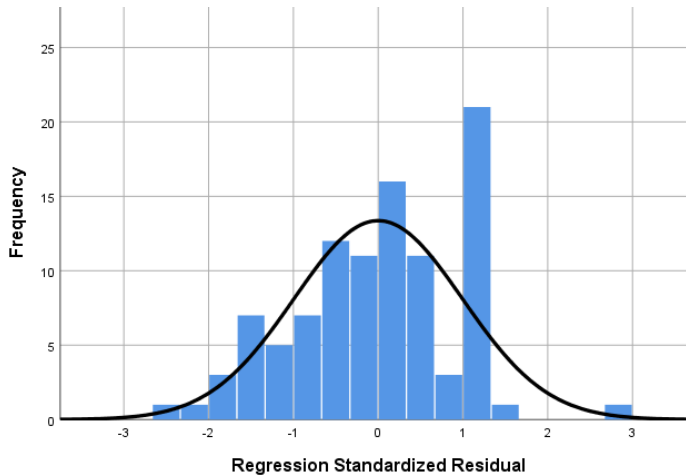

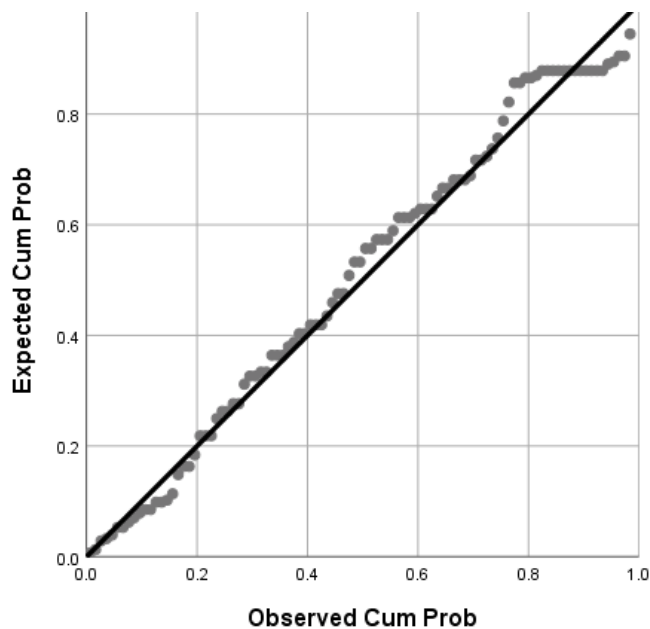**Figure 1.** *Result of Normality Test with Histogram*

Figure 2. *Result of Normality Test with P-Plot*

In the normality test for these two variables, the score table of Unstandardized Residual from the results of regression test of the two variables was used to undergo the One-Sample Kolmogorov-Smirnov Test to determine the nature of data distribution. The results of the normality test are as follows:

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4.04991271
Most Extreme Differences	Absolute	.088
	Positive	.074
	Negative	-.088
Test Statistic		.088
Asymp. Sig. (2-tailed)		.055[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Figure 3. *Result of Normality Test with Kolmogorov-Smirnov*
Source: Authors processed data (2018)

Based on the data obtained, data from the two variables are declared normal because they have the Sig value of 0.55 which is higher than alpha (0.5).

Table 5. *Model Summary*
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.575[a]	.330	.323	4.07052

a. Predictors (Constant), X_BI

b. Dependent Variable: Y_MB
Source: Authors processed data (2018)

Table 6. *ANOVA*
ANOVA[b]

Model		Sum of Squares	df	Mean Squares	F	Sig.
1	Regression	800.223	1	800.223	48.296	.000[b]
	Residual	1623.777	98	16.569		
	Total	2424.000	99			

a. Predictors (Constant), X_BI

b. Dependent Variable: Y_MB
Source: Authors processed data (2018)

Table 7. *Coefficients**
Coefficients[b]

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	Constant	15.248	4.472		3.409	.001
	X_BI	.583	.084	.575	6.950	.000

Source: Authors processed data (2018)

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Based on the data obtained, it shows that there is a strong and significant influence between brand image variable and purchase interest variable.

Correlation Test

Table 8. Correlation Test

		X_BI	Y_MB
X_BI	Pearson Correlation	1	.575**
	Sig. (2-Tailed)		.000
	N	100	100
Y_MB	Pearson Correlation	.575**	1
	Sig. (2-Tailed)	.000	
	N	100	100

Source: Authors processed data (2018)

Based on the data obtained, it shows that there is a strong relationship between brand image variable and purchase interest variable.

T-Test

T-test is done to prove whether the hypothesis is accepted or not. Hypothesis testing in this study is done by comparing t-count with t-table. The value of t-count can be obtained using the SPSS 25 program. Furthermore, t-count is compared with the error rate (a = 10%) and the degree of freedom:

$$(df = n - k)$$

Hypotheses:
Ha: There is a relationship between brand image and purchase interest
Ho: There is no relationship between brand image and purchase interest
Basic Decision Making:
    1. t-count > t-table = Ha accepted
    2. t-count< t-table = Ho accepted

Decision:
    1. t-count: 5.836
    2. t-table (0.10,100): 1.660
    3. 5.836 > 1.660 = Ha accepted
Based on the data obtained, there is a relationship between brand image and purchase interest.

4 CONCLUSION AND SUGGESTION

4.1 Conclusions
Based on the results of statistical tests conducted, it can be concluded that the brand image variable has a significant influence on purchase interest which is 57.5%. The results of statistical tests also show that there is a strong relationship between brand image variable and purchase interest, with a percentage of 57.5%.

4.2 Suggestions
Based on the results obtained from the research, further research is recommended for academic purpose with similar topics, to add theory and case study and to examine things that have weak influence in this study. Suggestion for Pomelo Fashion is to maintain its brand image so that it can be even better. Moreover, the suggestion for the general public is, the public knows more about the meaning and definition of the brand image concept and purchase interest, especially in a new company, community or organization.

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