

EMOTIONAL INTERACTION ON BUYING DECISION, THE ROLE OF APPROPRIATE USEFULNESS AND ADIDAS RUNNING SHOE PRODUCT (AN EMPIRICAL STUDY IN JABODETABEK)

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ABSTRACT

In globalization, the number of brands and products that have rivalry in the market has increased significantly, giving consumers many choices and alternatives of products and services to meet their wants and needs. Every brand and product must maintain Brand Familiarity, Intimacy, and Perceived Quality to increase repurchase intentions and generate emotional customer responses. This study aims to see the effect of Brand Familiarity, Intimacy, and Perceived Quality on purchase intentions. In addition, this study also wants to know the impact of purchase intentions on emotional responses to purchase intentions. The theory used is the Stimulus-Organism-Response (S-O-R) theory. This quantitative study uses questionnaires from respondents who are users of Adidas sports shoes from the running sports branch and who use Adidas brand sports shoes.

Keywords: Brand Familiarity, Intimacy, Perceived Quality, Perceived Usefulness, Purchase Intention, Stimulus-Organism-Response

1. Introduction

The company, PT Panarub Industry, produces clothing under the Adidas brand and exports it to several Asian and European countries. Although the company has a stable production rate, the decline in Adidas shoe sales since September 2019 has been exacerbated by the COVID-19 pandemic, causing delays and even postponements of exports. PT Panarub Industry is collaborating with Adidas to enter the Indonesian market slowly but surely. This improves the production process. To achieve this, businesses must use effective marketing strategies to increase sales and compete with companies selling similar products (Hernawati Suryatman et al., 2021).

According to (Philip Kotler & Gary Armstrong, 2018) Consumer purchasing decisions are the process of choosing the best product, but two things influence the decision to buy and stop buying. This is very important because changes in consumer behavior can affect their purchasing decisions. Therefore, knowing a consumer's character is very important in business and attracts the attention of several industries, including the sports sector. The increasing desire of the public to participate in sports can be seen from the development of various sports facilities, such as fitness centers, jogging tracks, futsal fields, soccer fields, and others (Purba et al., 2022); (Purba et al., 2018).

Physical activity has become a common practice in modern society. Physical activity has several benefits, such as improving motor function and cardiovascular health. As the

generation of the Nation, the Youth have essential activities in developing Indonesia (Collins, 2013); (Sanchez-Vaznaugh et al., 2016). Therefore, it is crucial to encourage and support them so that they can develop and provide an action that benefits the country. Awareness of the importance of maintaining health and various groups, both old and young, and things that exist in multiple circles. Sports are an effective method to teach values and facilitate social interaction between children. Therefore, it is imperative to build communities and organizations so that future generations can be more active and participate in physical activities (Cahyadi et al., 2022)

2. Literature Review

2.1 Perceived Usefulness

(Liyuan Wan, 2019) Perceived Usefulness is one of the key factors that influence attitudes. Therefore, we conclude that what is perceived impacts customer interaction and purchase intention in social commerce. However, research on the role of perceived usefulness in the relationship between emotional interaction and purchase intention in social commerce is still lacking. Therefore, the focus of this study is not only to test the purchase intention of social commerce users, but also the usefulness perceived by users when purchasing in physical stores (Panday et al., 2015); (Budiono et al., 2021). Then according to (Rachmawati et al., 2020) Perceived usefulness is how individuals perceive the benefits of an activity, which is the utility of the action. From a person's point of view, an activity is considered helpful if they can enjoy its positive effects.

2.2 Perceived Quality

According to (Firdausa Nuzula & Wahyudi, 2022) Perceived quality can be interpreted as consumers' assessment of a product's superiority. When the perception of quality is high, consumers tend to make repeat purchases and are satisfied with the product. Meanwhile, (Dita Satriana Purnamasari & Jual Aidil Fadli, 2023) Consumers' qualifications are their subjective assessment of the goods as a whole and their suitability for their function (Indra et al., 2019); (Purba, 2016). From this, it can be concluded that consumers' quality is their assessment of the overall superiority of a product or service, which is done by comparing the various alternatives available (Rizan et al., 2017); (Noviantoro et al., 2020).

Given that product quality is a combination of elements related to consumer perceptions of the quality of a product or brand, perceived value can increase positive word-of-mouth effects, reduce customer management costs, increase premium prices, and increase the number of purchases (Kurniawan & Indriani, 2018).

The quality consumers can perceive can be defined as the value they give to the superiority of a product. However, consumers often do not have adequate information or little or no information to make their decisions. Consumers believe that the quality of a product or brand they perceive is directly related to their level of trust. This quality is considered a key indicator of consumer trust (Yan et al., 2019).

2.3 Brand Familiarity

Familiarity is a term used to describe how a person remembers a stimulus in a complex and intricate memory structure that develops gradually through repeated exposure, encoding, and representation of the stimulus (CHUN et al., 2020) the extent to which

customers know a brand from direct or indirect views is called brand familiarity (Meilan Mustikasari, 2024); (Rahman et al., 2018). Brand familiarity is used to increase awareness of new brands. (Treiblmaier & Garaus, 2023) Brand familiarity can help a consumer recognize or easily recognize the brand's logo.

2.4 Intimacy

Companies can use customer intimacy (CI) as a strategy to build relationships with customers by understanding customer wants and needs while considering the quantity of goods, prices, and services offered (Nora, 2019); (Hikaru et al., 2021). By using a direct approach to customers, companies can also create a positive customer experience after customers receive the goods and services offered; this is known as customer experience (Safitri & Kurniawati, 2024).

2.5 Purchase Intention

One of the motivational components that influences consumer behavior is purchase intention. Purchase intention indicates how hard someone is willing to try, how much effort they plan to put in, and how well they behave (Vo Minh et al., 2022)

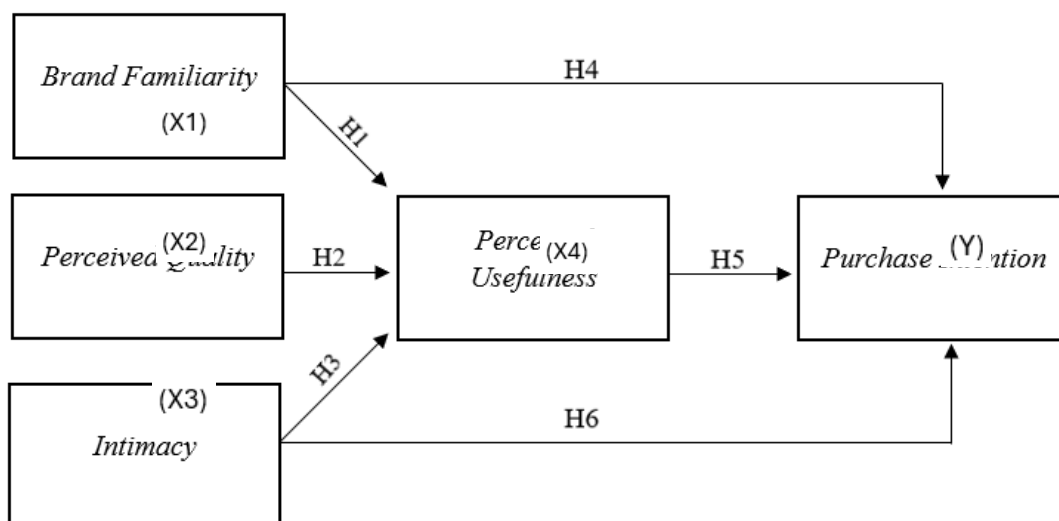
Social media marketing can also drive buyer interest in purchasing a particular goods brand. Increasing customer trust in a brand increases their desire to purchase goods from that brand (Adirinekso et al., 2020), (Aji et al., 2020)

Research Framework

This study will analyze several variables that can affect Purchase Intention. The variables that can influence it are Brand Familiarity (X1), Perceived Quality (X2), Intimacy (X3), and Perceived Usefulness (Y). The following is a framework proposed for this research:

3. Research Method

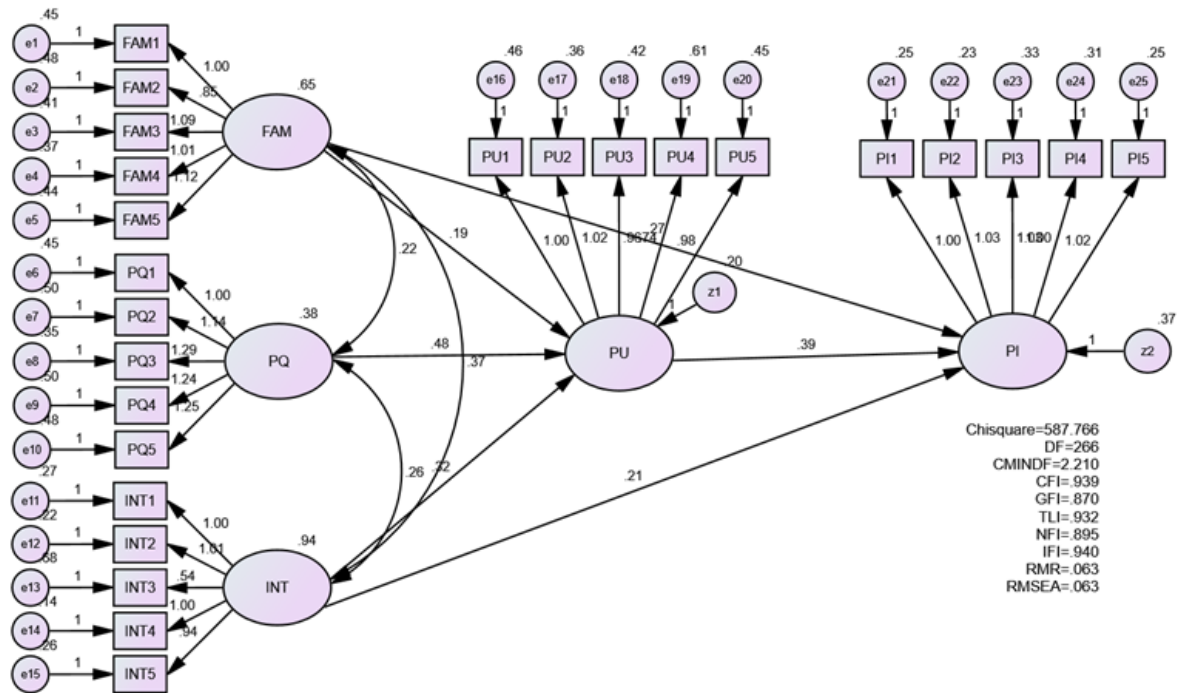
This research is a quantitative descriptive research with survey method. The research uses three independent variables (X), which are Brand Familiarity (X1), Perceived Quality (X2), Intimacy (X3), Perceived Usefulness (X4) on one dependent variable (Y), purchase intention.



The population of this research is Adidas customers who have purchased Adidas Shoes in Jabodetabek, with a sample size of 310. This research uses a Likert scale. It also uses SPSS and AMOS analysis methods to answer the hypotheses.

4. Results and Discussion

Google Forms used the population of this Research to send a survey to 310 people across Indonesia, especially those living in Jabodetabek, who had worn and purchased Adidas running shoes. Respondents were aged between 18 and 59. The respondents' gender, place of residence, age, profession, and monthly income were included in the respondent profile.



The result of the analysis shows that the model has already fulfilled all Goodness of Fit index as displayed below:

Index Model Fit	Cut off Goodness of Fit	Nilai	Keterangan
Probability	> 0.05	0.000	Marginal Fit
GFI	≥ 0.90	0.870	Marginal Fit
AGFI	≥ 0.90	0.841	Marginal Fit
RMSEA	< 0.08	0.063	Good Fit
TLI	≥ 0.90	0.932	Good Fit
NFI	≥ 0.90	0.895	Marginal Fit

Based on the results found in table Goodnes of Fix Index for the assessment of quality suitability, it can be seen that the GFI value of 0.870 and the AGFI value of 0.841 are acceptable values and can be considered good for the research model, with an RMSEA value

of 0.063, which is between the recommended values of 0.05 to 0.08, indicating that the RMSEA value is acceptable and the research model can be considered good. As a result of this analysis, it can be concluded that the SEM AMOS structural model developed during this study is a good model. The TLI value is 0.932, which exceeds the criterion value of 0.90. The NFI value is 0.895, which is still less than the recommended value of 0.90. Therefore, the research model is still acceptable and is considered less suitable.

Hipotesis	Estimate	C.R.	P-Value	Keterangan
H1 Perceived Usefulness has a positive effect on Brand Familiarity	0.190	3.532	0.000	Accepted
H2 Perceived Usefulness has a positive effect on Perceived Quality	0.483	6.183	0.000	Accepted
H3 Perceived Usefulness has a positive effect on Intimacy	0.323	7.098	0.000	Accepted
H4 Purchase Intention has a positive effect on Brand Familiarity	0.267	4.031	0.000	Accepted
H5 Purchase Intention has a positive effect on Intimacy	0.206	3.445	0.000	Accepted
H6 Purchase Intention has a positive effect on Perceived Usefulness	0.388	4.326	0.000	Accepted

The table shows the conclusion of the hypothesis test based on the results of CR and P-Value. Referring to these results, it can be concluded that H1 (Perceived Effectiveness has a positive effect on Brand Familiarity) is accepted, H2 (Perceived Effectiveness has a positive effect on Perceived Quality), H3 (Perceived Effectiveness has a positive effect on Intimacy), H4 (Purchase Intention has a positive effect on Brand Familiarity), H5 (Purchase Intention has a positive effect on Intimacy), H6 (Purchase Intention has a positive effect on Perceived Usefulness).

Hypothesis is considered accepted if the influence between one variable and another variable has a critical value of $C.R./t \pm 1.96$ and a $p\text{-value} \leq 0.05$. If a hypothesis does not meet these requirements, it means it is not accepted. From the hypothesis above, $p\text{ value} (P) < 0.05$ means all hypotheses are accepted, meaning there is a positive influence.

5. Conclusion

Based on the results of the analysis and discussion, the conclusions that can be drawn from this overall study are:

- 1) Based on the results (H1) it can be concluded that the first hypothesis shows a critical ratio value of 3,532 with a value above 1.96, which indicates that emotional interaction

has an influence on consumer brand engagement with a P-Value with a significance level of 0.000 which is lower than 0.05, which indicates that the influence of Perceived Usefulness on Brand Familiarity is significant. Furthermore, the path coefficient value is 0.190, which indicates that entertainment has an influence on Therefore, it has been proven that Perceived Usefulness has a positive effect on Brand Familiarity and the hypothesis (H1) is supported.

- 2) Based on the results (H2) it can be concluded that the first hypothesis shows a critical ratio value of 6.183 with a value above 1.96, which indicates that emotional interaction has an influence on consumer brand engagement with a P-Value with a significance level of 0.000 which is lower than 0.05, which indicates that the influence of Perceived Usefulness on Perceived Quality is significant. Furthermore, the path coefficient is 0.483, which indicates that entertainment has an influence on engagement. Therefore, it is proven that Perceived Usefulness has a positive impact on Perceived Quality and the hypothesis (H2) is supported.
- 3) Based on the results (H3) it can be concluded that the influence of Perceived Usefulness on Intimacy is significant, because the first hypothesis shows a critical ratio value of 7,098 with a value above 1.96, which indicates that entertainment has an influence on consumer brand engagement with a P-Value that obtains a significance level of 0.000 which is lower than 0.05. Furthermore, the path coefficient value is 0.323, which indicates that a one-unit increase in the Perceived Usefulness variable will result in an increase in Intimacy of 0.323. Therefore, it is proven that Perceived Usefulness has a positive impact on Intimacy and the hypothesis (H3) is supported.
- 4) Based on the results (H4), it can be concluded that the first hypothesis shows a critical ratio value of 4,031 with a value above 1.96, which indicates that emotional interaction has an influence on consumer brand engagement with a P-Value with a significance level of 0.000 which is lower than 0.05, so that the influence of Purchase Intention on Brand Familiarity is significant. Furthermore, the path coefficient value is 0.267, which indicates that the influence of Entertainment on Brand Familiarity Therefore, it is proven that Purchase Intention has a positive impact on Brand Familiarity and the hypothesis (H4) is supported.
- 5) Based on the results (H5), it can be concluded that the first hypothesis shows a critical ratio value of 3.445 with a value above 1.96, which indicates that emotional interaction has an influence on consumer brand engagement with a P-Value with a significance level of 0.000 which is lower than 0.05, indicating that the influence of Purchase Intention on Intimacy is significant. Furthermore, the path coefficient value is 0.206 which indicates that entertainment has an influence on engagement. Therefore, it is proven that Purchase Intention has a positive impact on Intimacy and the hypothesis (H5) is supported.
- 6) Based on the results (H6), it can be concluded that the first hypothesis shows a critical ratio value of 4.326 with a value above 1.96, which indicates that emotional interaction has an influence on consumer brand engagement with a P-Value that obtains a significance level of 0.000 which is lower than 0.05, so that the influence of Purchase Intention on Perceived Usefulness is significant. Furthermore, the path coefficient is 0.388, which indicates that entertainment has an influence on engagement. Therefore, it is proven that purchase intention has a positive effect on Perceived Usefulness, and hypothesis (H6) is supported.

5.1 Research Limitation

This study only focuses on five variables: brand familiarity, perceived quality, intimacy, perceived usefulness, and purchase intention. However, it is very possible that there are more variables that can be factors and have an influence. Data for this study were collected through an online questionnaire used by Google Form. It is possible that respondents' opinions do not match reality, for example because of differences in respondents' understanding of survey questions and the way they think. The accuracy of filling out the questionnaire is also an obstacle to the study.

5.2 Research Suggestions

Considering the limitations of this study, there are several suggestions for further research that can improve the quality of the study, including:

- 1) Adding different variables that can influence purchase intention.
- 2) It is expected that a larger number of samples will be collected in subsequent studies to represent the actual population. In addition, if the purpose of the next study is to achieve broad generalization, the probability sampling method can only be used if each component of the population has an equal opportunity to become a respondent.
- 3) If data collection is through a questionnaire, especially one conducted online, it is advisable to do it in the same way as the survey of this study. It is very important that respondents answer according to their actual circumstances and ask for participation without coercion, so that respondents who are willing can take the time to complete the questionnaire.
- 4) Further research can examine different objects other than the Adidas running shoe product object.

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