



THE INFLUENCE OF BRAND AWARENESS AND BRAND ASSOCIATION ON THE REPURCHASE INTENTION OF ADIDAS SHOES IN SURABAYA CITY

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Abstract

The development of the footwear industry in Indonesia is quite rapid in line with the development of the fashion industry in the global market, and is expected to continue to grow over the next few years. One shoe brand that is quite popular in Indonesia is the Adidas shoe brand. Adidas experienced its first loss in the last 30 years since 1992. The aim of this research is to determine the influence of Brand Awareness and Brand Association on Repurchase Intention for Adidas shoes in the city of Surabaya. This research applies quantitative research and variable measurements are carried out using a Likert scale. The sampling technique used non-probability sampling with accidental sampling technique with a sample size of 110 respondents. Meanwhile, the data analysis technique used is the component-based Structural Equation Modeling (SEM) method using the Partial Least Square (PLS) analysis tool. The research results show that Brand Awareness has a significant positive effect on Repurchase Intention. Brand Association has a significant positive effect on Repurchase Intention.

Keywords: Marketing Management, Brand Awareness, Brand Association, Repurchase Intention

INTRODUCTION

The development of the footwear industry in Indonesia is quite rapid along with the development of the fashion industry in the global market, and is expected to continue to grow in the next few years. It can be seen that in 2021 alone, the number of shoe consumers in Indonesia reached 806 million pairs of shoes and became the fourth country with the most shoe consumers (World Footwear Yearbook, 2022). It cannot be denied that lately shoes have become a basic necessity for most people.

One shoe brand that is quite popular in Indonesia and can be found in various places is the Adidas shoe brand. Based on data from the Kurious survey results from the Katadata Insight Center (KIC) in 2023, Adidas shoes are the sneakers brand most preferred by consumers in Indonesia than other brands. But behind the level of popularity, based on Adidas financial report data from 2019 to 2023, Adidas experienced its first loss in the last 30 years since 1992. Based on this data, Adidas recorded a loss in 2023 of 14 million euros.

One of the causes of the losses experienced by Adidas was the cessation of cooperation with American rapper Kanye West. This was due to the controversial actions often taken by Kanye West. So that indirectly it is considered to have damaged the good name and also the brand association that has been built by the company which causes a decrease in the level of purchasing decisions. This is in line with research conducted by Arianty and Andira (2021), which found that brand image and brand awareness have a significant influence on purchasing decisions. In other research conducted by Pawestri and Suji'ah (2023) also found that purchasing decisions are influenced by brand association, perceived quality, and brand loyalty.

Based on the above phenomenon, the researcher wants to find out further whether the theory of brand awareness and brand association affects the repurchase intention of Adidas shoes in Surabaya City, either partially or simultaneously. This research was conducted to complement the existing shortcomings of the previous model. In this study, it is discussed in detail about the impact of brand awareness and brand association on repurchase intention. Researchers also expand the range of data distribution by increasing the number of samples from previous studies, namely 110 respondents. Based on this, the researcher proposes the following hypothesis; H1: It is suspected that Brand Awareness has a positive effect on Repurchase Intention of Adidas shoes in Surabaya; H2: It is suspected that Brand Association has a positive effect on Repurchase Intention of Adidas shoes in Surabaya.

METHOD

This study uses a type of quantitative research with data collection techniques by distributing questionnaires using google form. The population in this study were people in Surabaya City who had made repeat purchases of Adidas shoes. The sampling technique in this study uses non-probability sampling with accidental sampling / incidental sampling technique, namely where the determination of respondents is based on chance, namely anyone who meets the researcher and the person is considered suitable as a data source.

Based on the sample measurement guidelines according to Ghazali (2011), the number of samples is the number of indicators multiplied by 5-10 estimated parameters. In this study, the number of indicators was 11 with a parameter of 10, so the number of respondent samples needed was $11 \times 10 = 110$ respondents. The measurement scale used in this study is an ordinal measuring scale with Likert weighting technique, with a measurement scale score from 1 to 5. The data analysis technique used in this study is the component-based Structural Equation Modeling (SEM) method using the Partial Least Square (PLS) analysis tool.

RESULTS AND DISCUSSION

The data in this study were obtained from respondents' answers collected from questionnaires distributed to the people of Surabaya city who have made repeat purchases of Adidas shoes. From the 110 respondents who answered the questionnaire that had been given, it can be seen that the gender of male respondents was 40 people or 36.4%, while female respondents were 60 people or 63.6%.

Outlier Evaluation

There are outliers if Mahal. Distance Maximum $>$ Prob. & Number of variables $[=CHIINV(0.001;11):$ searched through Excel] = 31.264.

Table 1 Outlier Evaluation

	Minimum	Maximum	Mean	Std. Deviation	N
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Predicted Value	3.0638	4.9117	4.2500	0.42108	110
Std. Predicted Value	-2.817	1.571	0.000	1.000	110
Standard Error of Predicted Value	0.035	0.138	0.054	0.019	110
Adjusted Predicted Value	3.0907	4.9087	4.2512	0.41938	110
Residual	-1.23667	0.91895	0.00000	0.34099	110
Std. Residual	-3.593	2.670	0.000	0.991	110
Stud. Residual	-3.743	2.697	-0.002	1.010	110
Deleted Residual	-1.34161	0.93751	-0.00115	0.35463	110
Stud. Deleted Residual	-3.996	2.780	-0.004	1.027	110
Mahal. Distance	0.123	16.436	1.982	2.449	110
Cook's Distance	0.000	0.396	0.014	0.041	110
Centered Leverage Value	0.001	0.151	0.018	0.022	110

From the outlier test table, the value of Mahal. The Maximum Distance of the respondent's data is 16.436, which is smaller than the Mahal Distance Maximum outlier determined by 31.264, which means that the data has no outliers, thus it can be said that the data has good quality and can be continued to be processed further with the number of respondents as many as 110 cases.

PLS Results Interpretation

Indicator validity is measured by looking at the Factor Loading value from the variable to the indicator, said to have sufficient validity if it is greater than 0.5 and or the T-Statistic value is greater than 1.96 (Z value at $\alpha = 0.05$).

Table 2 PLS Results Interpretation

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1.1 <- Brand Awareness (X1)	0.770	0.767	0.059	12.970	0.000
X1.2 <- Brand Awareness (X1)	0.748	0.749	0.051	14.742	0.000
X1.3 <- Brand Awareness (X1)	0.704	0.705	0.082	8.564	0.000
X1.4 <- Brand Awareness (X1)	0.755	0.753	0.053	14.311	0.000
X2.1 <- Brand Association (X2)	0.764	0.768	0.046	16.731	0.000
X2.2 <- Brand Association (X2)	0.718	0.71	0.067	10.667	0.000
X2.3 <- Brand Association (X2)	0.741	0.735	0.062	11.987	0.000
Y1.1 <- Repurchase Intention (Y1)	0.717	0.711	0.065	10.968	0.000
Y1.2 <- Repurchase Intention (Y1)	0.779	0.778	0.042	18.388	0.000
Y1.3 <- Repurchase Intention (Y1)	0.711	0.708	0.072	9.93	0.000
Y1.4 <- Repurchase Intention (Y1)	0.728	0.722	0.063	11.499	0.000

Based on the outer loading table above, all reflective indicators on the Brand Awareness (X1), Brand Association (X2), and Repurchase Intention (Y) variables, show factor loading (original sample) greater than 0.50 and or significant (T-Statistic value more than the Z value $\alpha = 0.05$ (5%) = 1.96). Thus the estimation results can be said that all indicators have met Convergent validity or good validity.

The indicator validity measurement can also be seen from the Cross Loading table, if the loading factor value of each indicator in each variable is greater than the loading factor of each indicator in other variables, the loading factor is said to be valid, but if the loading factor value is smaller than the indicators of other variables, it is said to be invalid.

Table 3 validity measurement

	Brand Association (X2)	Brand Awareness (X1)	Repurchase Intention (Y1)
X1.1	0.487	0.77	0.488
X1.2	0.514	0.748	0.432
X1.3	0.424	0.704	0.469
X1.4	0.492	0.755	0.45
X2.1	0.764	0.637	0.602
X2.2	0.718	0.466	0.518
X2.3	0.741	0.313	0.558
Y1.1	0.461	0.473	0.717
Y1.2	0.595	0.531	0.779
Y1.3	0.619	0.327	0.711
Y1.4	0.535	0.487	0.728

Based on the results of data processing from the Cross Loading table above, it is obtained that all loading factor values on each indicator (shaded) both on the Brand Awareness (X1), Brand Association (X2), and Repurchase Intention (Y) variables, show a loading factor value that is greater than the loading factor indicators of other variables, so it can be concluded that all indicators in this study meet their validity or validity is good.

The next measurement model is the Average Variance Extracted (AVE) value, which is the value that shows the amount of indicator variance contained by the latent variable. A good model is required if the AVE value of each construct is greater than 0.5.

Table 4 the Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Brand Association (X2)	0.549
Brand Awareness (X1)	0.555
Repurchase Intention (Y1)	0.539

The AVE test results for the Brand Awareness variable (X1) were 0.555, the Brand Association variable (X2) was 0.549, and Repurchase Intention (Y) was 0.539. Of the three variables, it shows a value of more than 0.5, so overall the variables in this study can be said to have good validity.

Composite reliability is an index that shows the extent to which a measurement tool can be trusted to be reliable. Construct reliability is measured by the composite reliability value, the construct is reliable if the composite reliability value is above 0.70, so the indicator is called consistent in measuring the latent variable.

Table 5 Composite Reliability

	Composite Reliability
Brand Association (X2)	0.785
Brand Awareness (X1)	0.833

Repurchase Intention (Y1)	0.824
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The results of Composite Reliability testing show that the Brand Awareness variable (X1) is 0.833, the Brand Association variable (X2) is 0.785, and Repurchase Intention (Y) is 0.824, the three variables show a Composite Reliability value above 0.70 so that it can be said that all variables in this study are reliable.

In PLS, the relationship between variables or constructs with one another can be correlated with one another. The relationship between variables with each other has a maximum correlation value of 1, the closer to the value 1, the better the correlation.

Table 7 The relationship between variables

	Brand Association (X2)	Brand Awareness (X1)	Repurchase Intention (Y1)
Brand Association (X2)	1.000	0.643	0.757
Brand Awareness (X1)	0.643	1.000	0.619
Repurchase Intention (Y1)	0.757	0.619	1.000

From the latent variable correlations table above, it is obtained that the average correlation value between variables with each other shows a moderate or moderate average correlation value. The highest correlation value is between the Brand Association variable (X2) and Repurchase Intention (Y) of 0.757, it can also be stated that among the variables in the research model, the relationship between the Brand Association variable and Repurchase Intention shows a stronger relationship than the relationship between other variables, it can also be interpreted that in this research model, the high and low Repurchase Intention is more influenced by the Brand Association variable than the Brand Awareness variable.

Testing of the structural model is done by looking at the R-Square value which is a goodness-fit model test. Inner model testing can be seen from the R-square value in the equation between latent variables.

Table 8 Testing of the structural model

	R Square
Repurchase Intention (Y1)	0.603
Brand Awareness (X1)	
Brand Association (X2)	

Based on the table above, the value of $R^2 = 0.603$. It can be interpreted that the model is able to explain the phenomenon of Repurchase Intention which is influenced by the independent variables including Brand Awareness and Brand Association with a variance of 60.3%, while the remaining 39.7% is explained by other variables outside this study besides the Brand Awareness and Brand Association variables.

Furthermore, for hypothesis testing, the results of the coefficient and T-Statistic value in the Path Coefficients table can be seen.

Table 9 Hypothesis testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Association (X2) -> Repurchase Intention (Y1)	0.612	0.606	0.096	6.370	0.000
Brand Awareness (X1) -> Repurchase Intention (Y1)	0.226	0.236	0.105	2.155	0.032

From the table above, it can be concluded that the hypothesis which states that; H1: It is suspected that Brand Awareness has a positive effect on Repurchase Intention of Adidas shoes in Surabaya can be accepted, with path coefficients (O) 0.612, and a T-statistic value of $6.37 > 1.96$ (from the table value $Z\alpha = 0.05$) or a P-Value of $0.00 < 0.05$, then the results show a significant (positive) effect; H2: It is suspected that Brand Association has a positive effect on Repurchase Intention of Adidas shoes in Surabaya, it can be accepted, with path coefficients (O) 0.226, and a T-statistic value of $2.155 > 1.96$ (from the table value $Z\alpha = 0.05$) or a P-Value of $0.032 < 0.05$, then the results show a significant (positive) effect.

CONCLUSION

Based on the results of the previous analysis and discussion, related to the influence of Brand Awareness and Brand Association on Repurchase Intention of Adidas Shoes in Surabaya City, it can be concluded that Brand Awareness contributes to Repurchase Intention of Adidas Shoes in Surabaya City. This shows that the higher the Brand Awareness, the higher the consumer's Repurchase Intention. Then Brand Association contributes to Repurchase Intention of Adidas Shoes in Surabaya City. This shows that the higher the Brand Association, the higher the consumer Repurchase Intention.

Based on the above conclusions, there are several suggestions that can be given by researchers. With the high level of recall in consumers about the Adidas brand, it is advisable for Adidas to be able to continue to form brand awareness by more aggressively introducing or promoting the Adidas brand through various promotional media. Thus consumers will find it easier to remember the brand, and be able to increase the level of repurchase interest in the Adidas brand. Then, with a high level of Favorability of brand association, it is advisable for companies to continue to maintain the level of consumer confidence in Adidas products. The greater the sense of pleasure and the level of consumer trust, the greater the consumers who make Adidas their favorite brand. This can increase the level of repurchase interest in the Adidas brand. As well as for further researchers related to this research, it is recommended to conduct further research with different variables such as brand image variables, price,

quality, and other variables. As well as expanding the research object so that it is not limited to Surabaya City, so that it is expected to get better results.

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