THE IMPACT OF BRAND IMAGE ON PURCHASING DECISIONS ON 3SECOND BRAND PRODUCTS

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Abstract

This study aims to determine whether product design and content marketing variables affect purchasing decisions on products from 3Second brands with brand image as an intervening variable. This study took samples from consumers who were in the Special Region of Yogyakarta. The sampling method is non-probability, and the sampling technique uses purposive sampling. Data collection was done through a messenger with questionnaires sent via WhatsApp. The number of respondents processed was 105 respondents and the data was analyzed using SPSS. The results showed that the variables of product design, content marketing and brand image had a positive and significant effect on purchasing decisions. The results also showed that product design and content marketing variables had a positive and significant effect on brand image. Product design variables mediated by brand image have a positive and significant influence on purchasing decisions. Content marketing variables mediated by brand image have a positive and significant influence on purchasing decisions.

Keywords: Design Product, Content Marketing, Brand Image, Purchase Decision

Abstrak

Penelitian ini bertujuan untuk mengetahui apakah variabel desain produk dan pemasaran konten mempengaruhi keputusan pembelian pada produk merek 3Second dengan citra merek sebagai variabel intervening. Penelitian ini mengambil sampel dari konsumen yang berada di Daerah Istimewa Yogyakarta. Metode pengambilan sampelnya adalah non-probability, dan teknik pengambilan sampelnya menggunakan purposive sampling. Pengumpulan data dilakukan melalui messenger dengan kuisioner yang dikirimkan melalui Whatsapp. Jumlah responden yang diolah sebanyak 105 responden dan data dianalisis menggunakan SPSS. Hasil penelitian menunjukkan bahwa variabel desain produk, pemasaran konten dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian. Hasil penelitian juga menunjukkan bahwa variabel desain produk dan pemasaran konten berpengaruh positif dan signifikan terhadap citra merek. Variabel desain produk yang dimediasi oleh citra merek mempunyai pengaruh positif dan signifikan terhadap keputusan pembelian. Variabel content marketing yang dimediasi oleh brand image mempunyai pengaruh positif dan signifikan terhadap keputusan pembelian.

Keywords: Desain Produk, Pemasaran Konten, Citra Merek, Keputusan Pembelian

INTRODUCTION

In the past, people only focused on meeting their daily needs, which contrasts sharply with the current era, where many individuals prioritize lifestyle over meeting everyday necessities. Lifestyle refers to the way a person lives, evident in their actions, interests, and opinions (Winingsih & Triyonowati, 2022). One of the most noticeable aspects of lifestyle today is the way individuals dress. Consequently, businesspeople are increasingly targeting industries in the textile or ready-to-wear clothing sector. For instance, Indonesia, an

archipelagic country, has a fairly developed textile industry. Table 1 show from data on the growth of the textile and apparel industry.

Figure 1. Textile Industry Growth Data in Indonesia

The growth data obtained from the dataindonesia.id website, the GDP growth of the textile industry in Indonesia reached 15.35% in 2019. However, it experienced a decline to -8.88% in 2020 due to the pandemic that affected countries worldwide, including Indonesia. In 2021, the textile industry started to recover, with GDP growth reaching -4.08%. In 2022, the textile industry's GDP growth increased to 9.34%, but unfortunately, in 2023, the growth of the textile industry declined significantly to -4.00%. This data explains why many clothing textile industries are experiencing rapid declines, including the 3Second brand. 3Second is a fashion brand from Indonesia that has been established since 1997. Despite being around for quite some time, 3Second has not yet reached the top position as the most favored or popular local fashion brand among millennial. This is evidenced by the popularity rating of the 3Second brands, which has not yet reached the top position compared to other brands on social media.
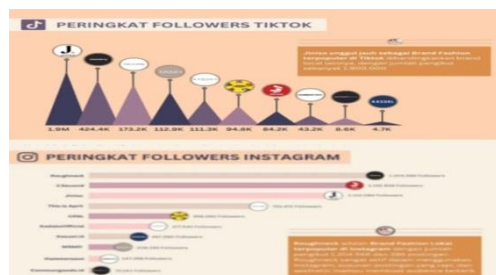

Figure 2. Ranking of Tiktok and Instagram Social Media Followers

The data obtained from the website fluieinshion.com, it can be seen that the number of followers of the 3Second brand's TikTok social media account is still quite far behind compared to their main competitor, JINISIO, with 3Second having to be content with being ranked seventh. Meanwhile, on their Instagram social media account, 3Second has to accept being outpaced by the Roughneck brand, settling for the second position. To catch up, 3Second needs to start making improvements. In marketing, there are numerous theories and terms, one of which is the buying decision. A buying decision is the process of selecting between two or more alternative choices that result in a decision to purchase or not purchase (Asnawati et al., 2022). To prompt a buying decision from a consumer, a trader or business person must understand what truly attracts consumers to the product. Besides highlighting the unique appeal or characteristics of the product that differentiate it from others, a businessperson must also be aware of the advantages or uniqueness of the store or company name conveyed to potential consumers, so that the product made by the company can later stick in the minds of the potential consumers. Brand image is the perception of a brand associated with brand associations that stick in consumers' memories (Edrin & Fhatiyah, 2022). Content marketing is a form of internet marketing that involves creating and distributing valuable and relevant content aimed at attracting customers (Asnawati et al., 2022). However, a content creator cannot instantly attract a potential consumer's interest solely by creating content; this must be accompanied by an attractive product as well.

Product design encompasses all features that influence the appearance, feel, and function of a product based on the buying decision (Anggraini et al., 2023). Unique designs that stand out from competitors' products are an added value, although there is still debate about this since some believe that product design does not greatly influence consumers, while others believe it is important. Research by Ariella (2018) and Priandewi (2021), found that product design does not partially influence buying decisions. This result differs from Anggraini et al. (2023) research, which found that product design significantly influences buying decisions. Seeing the differences in research results, the researcher decided to provide a solution by adding the mediating variable of brand image. This research aims to: 1) determine if product design positively and significantly influences buying decisions, 2) determine if content marketing positively and significantly influences buying

decisions, 3) determine if product design positively and significantly influences brand image, 4) determine if content marketing positively and significantly influences brand image, 5) determine if brand image positively and significantly influences buying decisions, 6) determine if product design mediated by brand image positively and significantly influences buying decisions, and 7) determine if content marketing mediated by brand image positively and significantly influences buying decisions. The results of this research are expected to serve as a reference for researchers in examining buying decisions with product design and content marketing variables mediated by brand image, and as a consideration for the 3Second brands to improve further.

LITERATURE REVIEW

Product design encompasses the totality of features influencing the appearance, feel, and function of a product based on consumer needs (Harahap, 2021). With the constant introduction of diverse designs, including increasingly luxurious appearances and varied colors each year, it is expected to boost the company's sales volume. Moreover, attractive designs are anticipated to elicit positive responses from consumers towards a product (Adonis & Silintowe, 2021). Such positive feedback can help improve the company's rating, making it more appealing and trustworthy to potential customers when they seek desired products, as they can see the positive feedback given by previous consumers. According to Ariella (2018), there are three indicators for evaluating product design: a) design variation, b) updated models, and c) trend-following designs. Content marketing involves an approach that includes the creation, processing, and collection of accurate and up-to-date information, providing content that is both interesting and beneficial to well-defined consumers or audiences (Ferdinanto et al., 2023). Companies hope that through this content, the public will become aware of their company and its marketed or sold products. Additionally, content marketing provides consumers with information to help them decide to purchase a product, enhance the value of using a product, and entertain without neglecting the company's promotional goals (Yusuf et al., 2020). To

effectively implement a content marketing strategy, companies will need internet access and social media platforms such as Facebook, Instagram, TikTok, and others. According to Tertia et al. (2022), there are five dimensions for evaluating content marketing: a) Reader Cognition, b) Sharing Motivation, c) Persuasion, d) Decision Making, and e) Factors.

According to Kotler & Armstrong (2008), a brand is a term, sign, symbol, or design, or a combination of these, identifying the products or services of one seller or group and differentiating them from competitors. Additionally, brand image is a set of consumer beliefs about various brands. From these definitions, brand image can be understood as the term, sign, or symbol deliberately used by a company to mark its product, so that when the product is marketed again, consumers will recognize that it comes from that company. According to Asnawati et al. (2022), there are three dimensions for evaluating brand image: Maker Image, Product/Consumer Image, and User Image. Purchase intention refers to buying the most preferred brand among various alternatives, but factors may exist between purchase intention and actual buying behavior (Winingsih & Triyonowati, 2022). Purchase intention is the situation when customers are willing and intending to engage in a transaction. Purchase behavior is the consumer's assessment of product alternatives and the determination of the preferred product based on specific considerations (Aryadhe et al., 2018). Generally, before making a purchase, consumers gather information about the product based on personal experience or the surrounding environment. According to Kotler & Armstrong (2008), there are four indicators for evaluating purchase behavior: product stability, recommending to others, repeat purchases, and habitual buying. To better understand the research flow, the following research model diagram is presented. Thus, the hypothesis that can be formulated in this research is as follows:

H1: Product design variables have a positive effect on purchasing decisions
H2: Content marketing variables have a positive effect on purchasing decisions
H3: Product design variables have a positive effect on brand image
H4: Content marketing variables have a positive effect on brand image
H5: The Brand Image variable has a positive

effect on purchasing decisions

H6: Brand image mediates the influence of product design on purchasing decisions

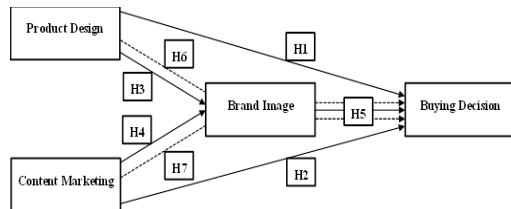H7: Brand image mediates the influence of content marketing on purchasing decisions

Figure 3. Research Model

METHOD

In this research, the researcher used a quantitative research method. Quantitative methods are based on the philosophy of positivism, which is used to study a specific population or sample. The type of quantitative research aims to understand the influence of independent variables on dependent variables (Valentina, 2023). The population used in this study consists of consumers of the 3Second brand who have purchased products from the 3Second brand. To narrow down the research object, the researcher decided to select 3Second brand consumers in Indonesia, aged between 17 and 40 years, and residing in the Special Region of Yogyakarta. In this study, the researcher

used Hair's formula, cited from (Sarasi et al., 2023). Hair suggests that the sample size should be 5 to 10 times the number of variable indicators. The calculation resulted in 15 instruments x 7 = 105. Thus, the minimum number of samples required by the researcher is 105 respondents. The data collection method used by the researcher to gather the data was by distributing a questionnaire created through Google Forms via WhatsApp. The data analysis techniques used by the researcher to test the data include: validity tests, reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, multiple linear regression analysis, partial tests (t-tests), simultaneous tests (F-tests), and Sobel tests.

RESULT AND DISCUSSION

The respondents who filled out the most questionnaires in this study were female respondents with a percentage of 61%. Then the respondents who filled out the questionnaire were in the age range or aged 21-25 years with a percentage of 85.7%. Where the most dominant level of education is students with a percentage of 62.9%. Meanwhile, the respondents who filled out the questionnaire were still students with a percentage of 75.2% and the respondents' highest expenses were IDR 100,000-IDR 300,000.

Table 1. Results of Respondent Characteristics

Variable	Information	Frequency	Percent
Gender	Man	41	39 %
	Woman	64	61 %
Age	17-20 Years	12	11.4 %
	21-25 Years	90	85.7 %
	26-30 Years	2	1.9 %
	36-40 Years	1	1 %
Education	Student	66	62.9 %
	S1	13	12.4 %
	Senior High School/ Vocational School	25	23.4 %
	Junior High School	1	1 %
Respondent's Occupation	Not working yet	1	1 %
	Online Business	1	1 %
	Teacher	1	1 %
	Employee	17	16.2 %
	Student	1	1 %
	Honorary Health Worker	1	1 %
	Senior High School/Student	79	75.2 %
	Civil servants	1	1 %
	Self-employed	3	2.9 %
Expenditure costs when purchasing	< Rp 100.000	18	17.1 %
	Rp 100.000 – Rp 300.000	5	4.8 %

3Second fashion brand products	Rp 300.000 – Rp 500.000	70	70 %
	> 500.000	12	12 %

According to Ghozali et al. (2022), if the calculated r value or corrected item total correlation > r table then the data can be said to be valid, and vice versa if the calculated r value < r table then the data is said to be invalid. Meanwhile, according to Ghozali et al. (2022) to see the reliability of at least a measuring instrument, a statistical approach is used, which uses a reliability coefficient and if the reliability coefficient is greater than 0.60 then overall it is declared reliable.

Table 2. Validity and Reliability Test

	Variable	Corrected Item	Cronbach's Alpha
Product Design	DP 1	0.678	**0.853**
	DP 2	0.690	
	DP 3	0.622	
	DP 4	0.639	
	DP 5	0.569	
	DP 6	0.649	
Content Marketing	CM 1	0.561	**0.876**
	CM 2	0.634	
	CM 3	0.695	
	CM 4	0.557	
	CM 5	0.604	
	CM 6	0.648	
	CM 7	0.591	
	CM 8	0.582	
	CM 9	0.578	
	CM 10	0.553	
Brand Image	BI 1	0.622	**0.832**
	BI 2	0.660	
	BI 3	0.628	
	BI 4	0.636	
	BI 5	0.607	
Buying decision	KP 1	0.713	**0.888**
	KP 2	0.637	
	KP 3	0.559	
	KP 4	0.702	
	KP 5	0.669	
	KP 6	0.591	
	KP 7	0.722	
	KP 8	0.696	

The data quality test is said to be successful as proven by the calculated r value > r table (0.191) so that the data can be said to be valid, and the Cronbach's Alpha value > 0.6 which shows that the research data is reliable. The classical assumption test is carried out to check whether the resulting regression model can be used as a good prediction tool or not. In this research, researchers used classic assumption tests consisting of data normality tests, multicollinearity tests, and heteroscedasticity tests. The Kolmogorov-Smirnov test has criteria that must be met.

The criteria for testing the Kolmogorov-Smirnov test are to look at the Asymp value. Sig. (2-tailed). If the value of Asymp. Sig. (2-tailed) > 0.05, then the data is normally distributed. Conversely, if the Asymp. Sig. (2-tailed) < 0.05, then the data is not normally distributed (Hutapea & Ghozali, 2022).

Table 3. Data Normality Test

Model	Un-std. Residual
N	105
Asymp. Sig. (2-tailed)	0.059

The test results listed in Table 3 show that the research data has a normal distribution. Based on the Asymp value. Sig. (2-tailed) > 0.05, the data is considered normally distributed, so the test is continued with a multicollinearity test. The multicollinearity test was carried out by checking the VIF and tolerance values. In accordance with the criteria recommended by Hutapea & Ghozali (2022), the tolerance value must be more than 0.1 or the VIF value must be less than 10 to conclude that there is no multicollinearity problem.

Table 4. Multicollinearity Test

Variable	Tolerance	VIF	sig.	Std. Coefficients Beta
(Constant)				
Product Design	.385	2.596	753	.163
Content Marketing	.356	2.805	057	.570
Brand Image	.262	3.811	643	.230

The observations in Table 4, it can be concluded that the data from the three variables, namely product design, content marketing, and brand image, do not show multicollinearity problems because the tolerance value is > 0.1 and the VIF value is < 10. Previously, researchers only used scatter plots. to test the data. To strengthen the test results, the researchers decided to carry out the Glejser test. According to Geindro & Aulya (2022), a variable can be said to not experience heteroscedasticity problems if its significance value is > 0.05. The three-variable data, namely product design, marketing content and brand image, do not experience heteroscedasticity because the sig value is > 0.05. In multiple regression analysis, the dependent variable is influenced by two or more independent variables, apart from that there is also the influence of other variables that are not studied (Noeraini, 2016). To be able to carry out testing or carry out multiple linear regression analysis tests, a formula is needed, the following is the formula:

$Y = a + b_1 X_1 + b_2 X_2$
$Y' = 0,163$ Product Design $+ 0,570$ Content Marketing $+ 0,230$ Brand Image

The value in the formula above is not used and is replaced using a value derived from standardized beta coefficients. The standardized values are then entered according to the existing formula, as follows: The values $\beta_1.x_1$, $\beta_2.x_2$, and $\beta_3.x_3$ indicate the independent variables in a study, where in this study the value of $\beta_1.x_1$ is the design variable, $\beta_2.x_2$ is the marketing content variable, and $\beta_3.x_3$ is the brand image variable. The product design variable has a value of 0.163, which means the product design variable has a positive influence on the purchase satisfaction variable, and every increase in the product design variable will affect the purchase satisfaction variable. The marketing content variable has a value of 0.570, which means the marketing content variable has a positive influence on purchase satisfaction, and every increase in the marketing content variable will affect the purchase satisfaction variable. The brand image variable has a value of 0.230, which means the brand image variable has a positive influence on purchase satisfaction, and every increase in the brand image variable will affect the purchase satisfaction variable. The coefficient of determination test is carried out to find out how well the regression line indicates the value of the original data created using the model (Hutapea & Ghozali, 2022). Furthermore, the coefficient of determination value is between 0 and 1, where the small R^2 value indicates the limited ability of the independent variable to explain variations in the dependent variable.

Table 5. Coefficient of Determination

R	R Square	Adj. R Square
0.893[a]	0.797	0.791

Table 5, it can be seen that the R Square value is 0.797 or 79.7%, which means that the product design, marketing content, and brand image variables have the ability to explain the purchase satisfaction variable or it can also be said that the product design, marketing content, and Brand image has an influence on the purchase satisfaction variable of 79.7%, while the remaining 20.3% is influenced by other variables. The criteria used in conducting the t test follow Muhammad Rifai et al. (2022), namely if the sig value is > 0.05 then H0 is accepted and H1 is rejected, and

if the sig value is < 0.05 then H0 is rejected and H1 is accepted. Furthermore, based on Cahya et al. (2021), by comparing the calculated t value of each variable with the t table value obtained by calculating the degree of error of 5%, it can be concluded that if the calculated t value > t table, then it can be said that the independent variable has an influence on the dependent variable.

Table 6. Coefficient of Determination

Variable		t	Sig
Buying decision	Product Design	0.257	0.026
	Content Marketing	0.592	0.000
	Brand Image	0.628	0.010
Brand Image	Product Design	0.344	0.000
	Content Marketing	0.190	0.000

Based on Table 6, it can be concluded that the product design variable has a positive and significant influence on purchase satisfaction, with a calculated t value of 2.257 > t table of 1.984 and a significance value of 0.026 < 0.05. Therefore, Hypothesis 1 in this study is accepted. The marketing content variable also has a positive and significant influence on purchase satisfaction, with a calculated t value of 7.592 > t table of 1.984 and a significance value of 0.000 < 0.05. Therefore, Hypothesis 2 in this study is accepted. The product design variable has a positive and significant influence on brand image, with a calculated t value of 6.344 > t table of 1.984 and a significance value of 0.000 < 0.05. Therefore, Hypothesis 3 in this study is accepted. The marketing content variable also has a positive and significant influence on brand image, with a calculated t value of 7.190 > t table of 1.984 and a significance value of 0.000 < 0.05. Therefore, Hypothesis 4 in this study is accepted. The brand image variable has a positive and significant influence on purchase satisfaction, with a calculated t value of 2.628 > t table of 1.984 and a significance value of 0.010 < 0.05. Therefore, Hypothesis 5 in this study is accepted. The criteria used in carrying out the F test follow the criteria outlined by Hutapea & Ghozali (2022), if the significance value of the F test is > 0.05 and the calculated F value is < F table, then there is no simultaneous influence. Vice versa, if the

F test value < 0.05 and F calculated > F table, then there is a simultaneous influence.

Table 7. Simultaneous Test (F Test)

Model	Mean	F	Sig
Regression	431.036	32.383	0.000[b]
Residual	3.256		

Table 7, it can be concluded that the product design, content marketing and brand image variables have a simultaneous influence on purchasing decisions because they have a significance value of 0.000 < 0.050, and a calculated F value of 132.383 > F table value of 2.70. According to Abu-Bader & Jones (2021), the calculated Z score will be significant if the value is outside or more than 1.96, and the score has an alpha level or error rate of 0.05%. If the alpha level is increased to 0.01% or the data has an error rate of 1%, the limit will increase to 2.58.
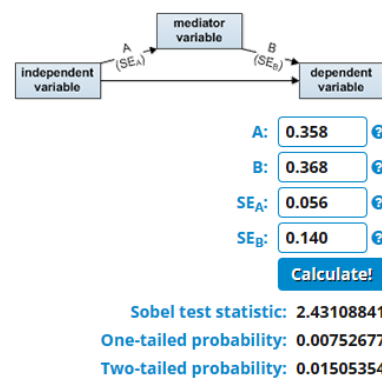

Figure 4. Product design variables mediated by brand image on purchasing decisions

Based on Figure 4, it can be concluded that the brand image variable is able to mediate the product design variable on purchasing decisions, as evidenced by the z score value obtained of 2.4310 > 1.9.
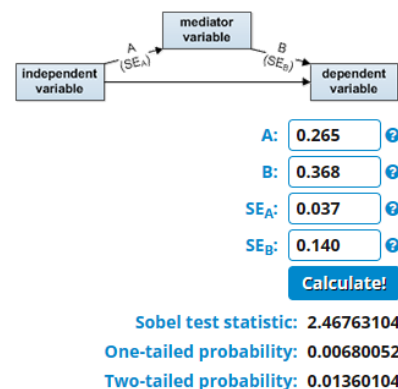
Figure 5. Content marketing variables mediated by brand image on purchasing decisions

Based on Figure 5, it can be concluded that the brand image variable is able to mediate the content marketing variable on purchasing decisions, because it obtained a z-score value of 2.4676 > 1.9.

H1 shows a calculated t value of 2.257, which is greater than the t table value of 1.984, with a significance value of 0.026 < 0.05. This indicates that Hypothesis 1 in this research is accepted, which means that product design variables have a positive and significant influence on purchasing decisions. These results are consistent with the findings of Fadhilah et al. (2021), who also found that product design has a positive and significant effect on purchasing decisions, but this is different from the findings from Priandewi (2021) and Azzahra et al. (2022), who did not find a significant influence of product design on purchasing decisions.

H2 shows a calculated t value of 7.592, which is much greater than the t table value of 1.984, with a significance value of 0.000 < 0.05. The research results show that Hypothesis 2 is accepted, which shows that the content marketing variable has a positive and significant effect on purchasing decisions. This finding is in line with previous research from Abdjul et al. (2022) and Rafi & Hermina (2023), who also found that content marketing has a positive and significant effect on purchasing decisions, but this is different from the findings of Fadhilah et al. (2023), who found that digital marketing did not have a significant effect on purchasing decisions.

H3 shows the calculated t value of 6.344, greater than the t table value of 1.984, with a significance value of 0.000 < 0.05. The results of this research indicate that Hypothesis 3 is accepted, which shows that product design influences brand image. This finding is consistent with the results of previous research which found that product design has a positive and significant effect on brand image (Febriani & Khairusy, 2020; Kosasih, 2020; Akbar et al., 2021;).

H4 shows the calculated t value of 7.190, greater than the t table value of 1.984, with a significance value of 0.000 < 0.05. The research results show that Hypothesis 4 is accepted, which shows that content marketing has an effect on brand image.

These results are consistent with the findings of several researchers who found that content marketing has a positive and significant effect on brand image (Amanina & Indana, 2022; Muthohar & Hartono, 2023; Hasan (2023).

H5 shows a calculated t value of 2.628, greater than the t table value of 1.984, with a significance value of 0.010 < 0.05. The research results show that Hypothesis 5 is accepted, which shows that brand image influences purchasing decisions. These results are in line with the findings of several researchers, who found that brand image has a positive and significant effect on purchasing decisions (Fatmaningrum et al., 2020; Cahya et al., 2021; Wadi et al., 2021; Priandewi, 2021; Fadhilah & Maharani, 2022).

Based on Figure 4, with a z score of 2.4310 > 1.9, Hypothesis 6 in this study is accepted, indicating that product design mediated by brand image has a positive and significant influence on purchasing decisions. Based on Figure 5, with a z score of 2.4676 > 1.9, Hypothesis 7 in this study is accepted, indicating that content marketing mediated by brand image has a positive and significant influence on purchasing decisions.

CONCLUSION

Product design variables have a positive and significant effect on purchase satisfaction. The content marketing variable has a positive and significant influence on purchase satisfaction. Product design variables have a positive and significant effect on brand image. The content marketing variable has a positive and significant effect on brand image. The brand image variable has a positive and significant influence on purchase satisfaction. Product design variables mediated by brand image variables have a positive and significant influence on purchase satisfaction. The content marketing variable mediated by the brand image variable has a positive and significant influence on purchase satisfaction. For future research, researchers hope to use the Search Engine Optimization (SEO) or Website Design variables as independent or intervention variables, to determine their effect on the purchase satisfaction variable.

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