Influence of Brand Image, Product Design, and Celebrity Endorsement

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Abstract

This study aims to determine the effect of brand image, product design, and celebrity endorsement on the repurchase intention of consumers of soccer shoes. The object of this research is the consumer of soccer shoes in Pangandaran Regency. The sampling method of this study was an accidental sampling technique with 97 respondents. The data analysis technique was the multiple linear regression analysis with the SPSS program. The results showed that brand image has no significant effect on repurchase intention. Meanwhile, product design and celebrity endorsements have a positive effect on repurchase intention.

Keywords: Brand Image Product Design, Celebrities Endorsement Repurchase Intention

INTRODUCTION

Exercise is one of the needs needed by humans to maintain a healthy body (Pane, 2015). Growth in age makes humans have to maintain their health condition regularly by doing sports. Football is one of the sports that is worldwide, in demand, and favored by all groups without age or gender restrictions (Yulianto, 2018). Along with the times, football is not only limited to sports, but has turned into various kinds of business opportunities (Nugroho, 2020). Business in the sports industry has enormous potential because it can create more than one type of product with high economic value and a broad market (Priyono, 2012).

According to Yulianto (2018) one of the businesses in the sports industry, especially football, currently the most commonly encountered is the manufacturer of soccer shoes. Pangandaran Regency is one of the districts in Central Java Province with a high number of people's interest in the sport of football (Hardiyantoro & Hartono, 2015). This is evidenced by the holding of an official competition organized by the Pangandaran Regency Association (ASKAB) of the Indonesian Football Association (PSSI) every year. The existence of this competition can be a pretty good opportunity for the sports industry, especially soccer shoes as one of the main equipment in soccer.

Thamrin & Tantri (2012) explain that repurchase intention is an interest in purchases made by consumers on the basis of similar purchasing experiences in the past. Consumers who are satisfied with a product have a tendency to purchase that product in

the future (Mowen & Minor, 2002). Producers of a product continue to strive to offer products that are in accordance with consumer wishes so that they remain the main choice of consumers and of course maintain consumer repurchase intentions (Lenti et al., 2020). Before the research was carried out, the researcher made observations first to find out the factors that influence the intention to repurchase products by consumers. This observation was carried out incidentally to consumers of soccer shoes in Pangandaran Regency.

According to Schiffman et al. (2013) brand image is an image that is owned by a product brand in the minds of consumers. Therefore, one of the attitudes and perceptions of consumers regarding a product brand is influenced by the brand image (Ramadhan, 2020). A product with a good brand image will certainly get a good assessment from consumers, so that consumers will not hesitate to make purchases even repeatedly for the product (Amalia & Nurseto, 2019). Huang et al.'s research. (2019) and Bhakuni et al. (2021) proved that a good brand image can foster consumer intention to repurchase a product.

Another factor that is thought to influence consumer repurchase intentions for a product is product design (Alexi, 2017). According to Kotler & Keller (2016) product design is a feature that influences the function and appearance of a product based on consumer needs. Products with attractive designs that meet the needs and desires of consumers as a whole are able to attract consumer intentions to make purchases (Listyawati, 2016). Previous research has proven that consumers purchase products repeatedly, one of which is influenced by the product design itself (Ganguly et al., 2010; Paramita et al., 2021).

Producers of a product have an obligation to convey messages about their products through advertisements so that these products can be recognized by the public (Agung et al.,2022). According to Jaiz (2013) advertising is any form of message that describes a product and is conveyed through the media to be conveyed to a wide audience. Anandita et al. (2019) said that one of the ways that can be done to advertise a product is the celebrity endorsement method, which has recently been widely used by many manufacturers of a product.

Shimp (2014) defines celebrity endorsement as a form of using individuals or groups known by many people to advertise a particular product. Advertising methods with celebrity endorsements can attract consumer interest because consumers are basically very easily influenced by advertisements starring celebrities and will be obsessed with using these products (Hardilawati et al., 2019). The use of celebrity endorsement advertising methods must also consider the characteristics of the product and the level of popularity of the individual or group, so that messages addressed to consumers will be conveyed appropriately by the presence of a celebrity endorsement (Pratiwi, 2016).

RESEARCH METHODS

Population and Sample

The population is a combination of subjects, variables, concepts, and phenomena that can be studied to determine the nature of the population concerned (Morrisan, 2012). In this study the population is all consumers of soccer shoes in the Pangandaran Regency area. Sugiyono (2017) explains that the sample is part of the number and characteristics possessed by the population. The sample in this study is consumers of soccer shoes in Pangandaran Regency who have purchased this product at least twice.

Sampling technique

The sampling technique used in this study used the accidental sampling method. According to Sugiyono (2017) accidental sampling is a coincidental sampling technique where in this study consumers met researchers by chance and obtained as many as 97 respondents.

Data Collection Techniques

This study uses data obtained by distributing questionnaires to respondents. The data collected in this study was measured using a Likert scale of 1 to 5. The variable of repurchase intention used 4 indicators from Ferdinand (2002), the brand image variable used 3 indicators from Kotler & Keller (2016), the product design variable used 7 indicators derived from Kotler & Keller (2016), and the celebrity endorsement variable uses 3 indicators derived from Royan (2004).

Data analysis technique

Validity test

The validity test is used to determine whether an indicator is valid or not to be included in the questionnaire (Ghozali, 2018). An indicator is said to be valid if it is able to accurately measure and reveal data from the variables studied (Ghozali, 2018). The condition for an indicator to be valid or valid is to have an r-count value greater than r-table, and vice versa.

TestReliability

The reliability test is used to measure a questionnaire that contains indicators of variables or constructs (Ghozali, 2018). A questionnaire is said to be reliable or reliable if the respondents' answers to statements or questions are consistent or stable from time to time (Ghozali, 2018). The reliability test is measured by looking at the Cronbach's alpha value with criteria greater than 0.6 to be declared reliable, and vice versa.

Multiple Linear Regression Analysis

Regression analysis is used to determine the dependence of the dependent variable (bound) on the independent variable (free) with the aim of estimating and or predicting the population average or the average value of the dependent variable based on the known values of the independent variables (Ghozali, 2018). Research that uses one dependent variable and more than one independent variable is called multiple linear regression analysis (Ghozali, 2018). Multiple linear regression analysis in this study aims to determine the effect of brand image, product design, and celebrity endorsement on the repurchase intention of soccer shoes in Pangandaran Regency with the following equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

Information:

Y= Repurchase Intentions

α= Constant Value

X1= Brand Image

X2= Product Design

X3= Celebrity Endorsements

β_1= Brand Image Variable Coefficient Value

β_2= Product Design Variable Coefficient Value

β_3= Celebrity Endorsement Coefficient Value

Hypothesis testing

Hypothesis testing can be done with the t-statistic test because basically the t-statistic test can show how far the influence of the independent variables on the dependent variable. If the probability value shows less than 0.05, it can be concluded that the hypothesis is accepted. Conversely, if the probability value is greater than 0.05, it can be concluded that the hypothesis is rejected (Ghozali, 2018).

RESULTS AND DISCUSSION

Validity test

Table 1. Validity Test Results

Indicator	R-Count Value	R-Table Value	Information
Repurchase Intention 1	6,31	1.96	Valid
Repurchase Intention 2	8.02	1.96	Valid

Repurchase Intention 3	7.89	1.96	Valid
Repurchase Intention 4	7,44	1.96	Valid
Brand Image 1	8.95	1.96	Valid
Brand Image 2	8.45	1.96	Valid
Brand Image 3	8.03	1.96	Valid
Product Design 1	8,18	1.96	Valid
Product Design 2	7.65	1.96	Valid
Product Design 3	6,22	1.96	Valid
Product Design 4	8,32	1.96	Valid
Product Design 5	7.85	1.96	Valid
Product Design 6	6,12	1.96	Valid
Product Design 7	8,15	1.96	Valid
*Celebrity Endorsements*1	8,71	1.96	Valid
*Celebrity Endorsements*2	7,76	1.96	Valid
*Celebrity Endorsements*3	8,32	1.96	Valid

Source: Primary Data Processed by SPSS (2020)

Table 1 shows that overall the indicators of repurchase intention, brand image, product design, and celebrity endorsement variables are declared valid. This can be proven by the r-count value of each indicator which is greater than the r-table value of 1.96.

Reliability Test

Table 2. Reliability Test Results

Variable	Cronbach's Alpha value	Information
Repurchase Intentions	0.690	Reliable
Brand Image	0.803	Reliable
Product Design	0.872	Reliable
Celebrity Endorsements	0.741	Reliable

Source: Primary Data Processed by SPSS (2020)

Table 2 shows that the variables of repurchase intention, brand image, product design, and celebrity endorsement are declared reliable. This can be proven by the Cronbach's alpha value of each variable which is greater than 0.6.

Multiple Linear Regression Analysis

Table 3. Results of Multiple Linear Regression Analysis

Model	Constant Value	Significance Value	Information
(Constant)	3,322	0.000	
Brand Image	0.106	0.121	Hypothesis Rejected
Product Design	0.290	0.000	Hypothesis Accepted
Celebrity Endorsements	0.245	0.005	Hypothesis Accepted

Source: Primary Data Processed by SPSS (2020)

Based on table 3 above, the regression model in this study is as follows:

Repurchase Intention = 3.322 + 0.106 Brand Image + 0.290 Product Design + 0.245 Celebrity Endorsement

1. The constant value obtained from multiple linear regression analysis in this study was 3.322. That is, without the variable brand image, product design, and celebrity endorsement, the variable value of repurchase intention is 3.322.
2. Brand image variable coefficient value of 0.106. That is, if the brand image variable increases by 1 unit, then the value of the repurchase intention variable will increase by 0.106.
3. The product design variable coefficient value is 0.290. That is, if the product design variable increases by 1 unit, then the value of the repurchase intention variable will increase by 0.290.
4. The celebrity endorsement coefficient value is 0.245. That is, if the celebrity endorsement variable increases by 1 unit, then the value of the repurchase intention variable will increase by 0.245.

Hypothesis testing

Table 4. Hypothesis Test Results

Model	Constant Value	Significance Value	Information
(Constant)	3,322	0.000	
Brand Image	0.106	0.121	Hypothesis Rejected
Product Design	0.290	0.000	Hypothesis

			Accepted
Celebrity Endorsements	0.245	0.005	Hypothesis Accepted

Source: Primary Data Processed by SPSS (2020)

Based on the results of the hypothesis testing presented in table 4 it can be explained as follows:

1. The brand image variable has a positive but not significant effect on repurchase intention as evidenced by a constant value of 0.106 and a significance value of 0.121 which is greater than 0.05. The first hypothesis which states that brand image has a positive effect on repurchase intention is rejected.

2. The product design variable has a positive effect on repurchase intention as evidenced by a constant value of 0.290 and a significance value of 0.000 which is less than 0.05. The second hypothesis which states that product design has a positive effect on repurchase intention is accepted.

3. The celebrity endorsement variable has a positive effect on repurchase intention as evidenced by a constant value of 0.245 and a significance value of 0.005 which is less than 0.05. The third hypothesis which states that celebrity endorsement has a positive effect on repurchase intention is accepted.

Discussion

Brand Image Has a Positive Influence on Repurchase Intentions

Based on the results of hypothesis testing, it is known that brand image has a positive but not significant effect on the repurchase intention of soccer shoe products. The results of this study are in contrast to the results of research conducted by Ismayanti & Santika (2017), Huang et al. (2019), and Bhakuni et al. (2021) that brand image can have a positive influence on the intention to repurchase a product. Other research can prove that the brand image of a product can have a negative influence on repurchase intention (Aquinia & Soliha, 2020; Huang & Liu, 2020).

Schiffman et al. (2013) said that brand image is a picture product in the minds of consumers. Therefore, one of the attitudes and perceptions of consumers towards a product brand is influenced by the brand image (Ramadhan, 2020). A product with a good brand image will certainly get a good assessment from consumers, so that consumers will not hesitate to make purchases even repeatedly for the product (Amalia & Nurseto, 2019). However, the soccer shoe industry in Indonesia which continues to grow has made many manufacturers appear to produce shoes with almost similar characteristics between one product and another. The existence of such a phenomenon makes some consumers feel confused and end up assessing each product as basically the

same which is only differentiated by the brand (Sopiah, 2016).

Product Design Has a Positive Influence on Repurchase Intentions

Based on the results of hypothesis testing, it is known that product design has a positive influence on the repurchase intention of soccer shoe products. This is in line with the results of research conducted by Shalehah et al. (2019) and Khoa et al. (2020) that product design has a positive influence on the intention to repurchase a product. The better the design of a product, the higher the repurchase intention of consumers. Kotler & Keller (2016) define product design as features that affect the function and appearance of a product based on consumer needs. Products with attractive designs that meet the needs and desires of consumers as a whole are able to attract consumer intentions to make purchases (Listyawati, 2016). Each product certainly has advantages in terms of design, quality,

Celebrity Endorsements Positive Influence on Repurchase Intentions

Based on the results of hypothesis testing, it is known that celebrity endorsements have a positive effect on repurchase intentions for soccer shoes. The results of this study are in line with the results of research conducted by Domfeh et al. (2018), Ponggeng & Mulia (2020), and Widyasari & Suparna (2022) that celebrity endorsements have a positive influence on consumer repurchase intentions for a product.

Shimp (2014) defines celebrity endorsement as a form of using individuals or groups known by many people to advertise a particular product. Then Natalia (2016) explained that companies usually use the services of celebrities or people with a high level of popularity to advertise their products so that consumers are interested in using them so that they make purchases of these products. The use of the celebrity endorsement method must also consider the characteristics of the product and the level of popularity of the individual or group, so that messages addressed to consumers will be conveyed appropriately by the presence of a celebrity endorsement (Pratiwi, 2016). This influences consumers to make purchases.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis that has been carried out regarding the influence of brand image, product design, and celebrity endorsement on repurchase intention on soccer shoes products in Pangandaran Regency, the conclusions obtained are: First, brand image has a positive but not significant effect on repurchase intention. Second, product design has a positive effect on repurchase intentions. Third, celebrity endorsement has a positive effect on repurchase intention.

Suggestion

Based on the results of the analysis that has been carried out regarding the influence of brand image, product design, and celebrity endorsement on repurchase intentions for soccer shoes in Pangandaran Regency, the suggestions that can be given are as follows:

1. It would be nice for soccer shoe manufacturers to pay attention to the factors that can influence consumers to make repeated purchases of their products. In this study, these factors include brand image where companies are required to build a good image or impression of the company and its products through superior quality, competitive prices, and so on. Then the product design also influences the buyer to repurchase a product because the product has a design or feature that is able to fulfill the desires or needs of consumers so that it is attractive to buy it. Furthermore, the use of celebrity endorsements to market products is also considered effective in the current era of information and communication technology development.

2. For future researchers, it is hoped that in measuring the repurchase intention of a product, indicators or variables other than those used in this study, such as perceived quality, perceived price, and so on, can be used. In addition, research objects can use other than soccer shoes such as soccer jerseys, or use product objects outside the scope of sports such as electronics, fashion, and others.

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