THE INFLUENCE OF BRAND IMAGE, BRAND AWARENESS, PERCEIVED QUALITY ON SCHOOL SHOES PURCHASE INTENTION

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Abstract: This study aims to measure the effect of brand image and brand awareness on perceived quality and purchase intention of Converse school shoes. The object of this research is Converse school shoes, while the subject is students in Surakarta. This research uses sampling with accidental sampling technique. The number of samples in this study were 150 respondents. Data obtained through questionnaires that are distributed directly to the field and through the Google form. Data analysis techniques using Multiple Regression Analysis with SPSS software. Based on the results of the analysis that has been done, it shows that brand image has a significant effect on perceived quality, brand awareness has a significant effect on perceived quality, brand image has a significant effect on purchase intention, brand awareness has a significant effect on purchase intention and perceived quality has a significant effect on purchase intention. In general, Converse school shoes have succeeded in attracting consumer buying interest through images, images and consumer perceptions of its quality.

Keywords: perceived quality, brand image, brand awareness, purchase intention
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1. Introduction

Converse shoes are school shoes that have a brand that is known by most students. Based on the Best Brand Index data, Converse shoes always become the Top Brand Index, which is more than 10% of its TBI index. In 2015, the Converse shoes received a 35.2% index, then in 2016 31.6%, in 2017 the index rose 34.6%, while in 2018 the index fell to 20.89%, and in 2019 the index rose rapidly to 47.8%. Over the past 5 years, the Top Brand index of Converse shoes has always been above other shoe brands such as Nike, Adidas, Bata, League, etc. Over the past 5 years, Converse shoes have always been the top brand in the Top Brand Index. (Best Brand Index www.topbrand-award.com).

This study will examine the factors that influence the interests of buyers of Converse shoes. This research will link the success of Converse in recent years through several factors such as brand image, brand awareness and perceived quality of the shoes which are related to consumer interest in buying Converse brand shoes. The choice of buying intention as the dependent variable is assumed because consumers who have the intention to buy an item tend to assume that the item has a good image in the market.

Bian and Moutinho's (2011) study of the role of brand image on a person's buying behavior, concludes a positive effect. Thus, the brand image of a product is closely related to the intention to buy someone. However, Konuk's (2018) study concluded that before consumers have an intention to buy an item, consumers tend to perceive the quality of the item, this is evidenced in his research in which brand image is mediated by perceived quality to influence purchase intention. In addition, a good perceived quality from a consumer is also able to generate their buying intention. Kakkos et al (2015) in their research on private label bottled drinking water products, showed the result that there was a positive perceived quality relationship to purchase intention. Whereas brand awareness influences perceived quality explained in Loureiro's (2013) study of his research on online banking users.

2. Literature Review

Brand Image

Brand image as something that is owned by someone in the form of a set of ideas, beliefs and impressions of a brand, therefore brand image has a determination of consumer attitudes and actions (Kotler & Armstrong, 2012). Brand image is also an important factor in influencing the quality of goods and services, thus making consumers have the intention to buy (Wijaya, 2013). Consumer buying interest can be influenced by the quality of a particular product or service. In addition, brand image is also believed to be able to form opinions and perceptions. Brand image is something that is considered capable of forming opinions and perceptions of consumer confidence in a product (Fianto et al, 2014).

Brand Awareness

Brand awareness means the ability of consumers to remember and recognize brands under different circumstances and associate them with logos, jingles, brand names, and other related actions. Brand recall and brand recognition are part of brand awareness. By having more brand awareness, consumers can easily recognize brands and remember them among product or service categories. According to Aaker (1991), brand awareness has two main dimensions, namely brand recall and brand recognition. Brand awareness creates quality and brands.
Brand experience in Islamic banking commitments. When a consumer becomes familiar with a brand, he will commit to buying a product or service. As a result, brand awareness is related to the potential thinking ability to identify certain brands under different circumstances (Keller, 1993). Brand awareness occurs when consumers are so familiar with brands that they are able to remember or identify certain brands among many competitors (Aaker, 1991). According to Keller (1993), brand awareness has an important role in shaping the consumer's decision making process by providing three advantages, namely learning excellence, consideration excellence and choice excellence between different brands.

Perceived Quality

In the case of evaluating a product or service, perceived quality becomes a tool to evaluate it. Perceived quality is a way for consumers to judge whether a product is worth buying and enter into the consumer experience (Kakkos, et al, 2015). In fact, to assess the superiority of a product or service, perceived quality is used as an assessment tool. Perceived quality is conceptualized as "consumer assessment of the superiority of a product" (Konuk, 2018). Perceived quality has important attributes that apply to all classes of products. Objective is an incorrect word for perception of quality. A customer's perception of the attributes that are important to him is the impression of quality (Aaker, 1997). Perceived quality is a critical

problem for producers and marketers because perceived quality can provide opportunities for difference.

Purchase Intention
Purchase Intention is a series of consumer behavior processes prior to buying behavior. The series begins with efforts made by companies and other stimuli, which then enter into consumer psychology and consumer karristristik. Consumers who are stimulated by the company's marketing, will generate interest in purchases, which later if the interest gets stronger will become a purchasing decision. After the selection process occurs in the psychology and characteristics of consumers, then there is a decision process to buy (Kotler & Keller, 2009). Interest can also be interpreted as a tendency to act. Intensity is something related to the tendency of individuals to act or behave related to certain attitudes (Schifman & Kanuk, 2007). Purchase intention can be influenced by several factors, these factors include perceived quality and satisfaction, managers must understand the important role of the involvement of perceived quality and satisfaction to be able to predict purchase intention. The higher the value of consumers' perceptions of the quality of a brand, the higher the intention of a consumer to buy the brand (Tslotsou, 2006).

Brand Image and Perceived Quality
The stronger the image of a brand will increasingly make people confident of the quality of the brand, so that people's perceptions of the brand will be better. This statement was reinforced by a study conducted by Aberdeen et al (2016) on carbonated drinks in Bogor resulting in conclusions about the brand image of the Coca-Cola and Big Cola brands having a significant effect on perceived quality. Konuk (2018) produces the same conclusion that the image has a positive impact on perceived quality. Likewise in Cretu & Brodie's (2005) study of the influence of brand image and company reputation, there is a variable relationship between brand image and perceived quality where brand image has a significant effect on perceived quality.

Brand Image and Purchase Intention
A product is closely related to the brand, a good brand will have the possibility of being chosen by consumers. Therefore, the brand image of a product affects the intention of someone choosing a product. Bian & Moutinho's (2011) study of the role of brand image, product involvement and knowledge in purchase behavior, mentions the brand image variable on purchase intention, and in conclusion there is a positive effect of brand image on purchase intention. The author also found a study conducted by Wijaya (2013) on the influence of brand image, brand personality and brand awareness in the intention to purchase apple smartphone products, concluding that brand awareness has a significant role in purchase intention. In a study conducted by Manorek et al (2015) on Samsung smartphones concluded that there was a positive relationship between brand image and purchase intention.

Brand Awareness and Perceived Quality
There is broad agreement among researchers that brand awareness is a reliable measure of brand strength (Aaker, 1996). Brand awareness is defined as the strength of brand presence in the minds of consumers (Aaker, 1996). High brand awareness, which results from brand associations, is a signal of quality that helps consumers in making purchasing decisions (Aaker, 1991 and Yoo et al., 2000). Therefore, brand awareness can be seen as an antecedent of brand loyalty. Together, with brand awareness, perceived quality, which refers to customer

perceptions about the overall quality or excellence of a product or service with respect to the intended purpose, relative to alternatives (Aaker, 1991), plays an important role in the explanation of brand loyalty. This is made clear by Nguyen's study (2010) of shampoo users in Thailand and Vietnam, which results in brand awareness influencing perceived quality, and finally perceived quality significantly affects brand loyalty. Similarly, in a study conducted by Loureiro (2013) that brand awareness in banks affects the perception of quality in a bank. This research was conducted on online banking users in Portugal.

Brand Awareness and Purchase Intention
Awareness of a brand will affect the interest in purchasing a product or use of a service. If consumers have high awareness of a particular brand, consumers will have a high interest in a product. Santoso and Santoso (2014) studies on the role of brand awareness on purchase intention have significant results. Brand awareness makes consumers familiar with products that are the determinants of purchase intention. Also in Kamins and Mark's (1991) research on the effect of brand awareness with purchase intention on ... According to the results of the study, consumers have more interest in buying products with high brand awareness.

Perceived Quality and Purchase Intention
Quality cannot be assessed objectively because each person's perception of quality is in accordance with the involvement of the interests of each customer. The higher one's perception of quality, the possibility that someone's intention to buy is also higher. This was made clear by a study conducted by Aberdeen (2016) on carbonated drinks in Bogor that used the variable perceived quality and purchase intention, resulting in several conclusions, one of which was about perceived quality in the Coca-cola and Big Cola carbonated drinks having a significant effect on purchase intention. In another study conducted by Wang & Tsai (2014) about the most popular mutual funds concluded that there is a positive relationship between brand image and purchase intention. Likewise, as stated by Tslotsou (2006) that perceived quality has an important role in purchase intention. In this study using sports shoes as the object of research.

3. Method
Research Design
Data were obtained through distributing questionnaires with open and closed questions about Converse school shoes. Criteria for respondents are students domiciled in Surakarta, aged more than the same as 15 years and have a desire for Converse school shoes.

Measurement
To measure the variables in the construct, this study uses indicators that have been used in previous studies, but there is little adaptation and adaptation to this study, due to differences in place and object of research. In brand image indicators are adapted from Fiano et al (2014), perceived quality is adapted from Jalilvand et al (2011) and purchase intention is adapted from Ferdinand (2006). Brand awareness uses indicators from research Yoo et al, 2000). Hypothesis testing is done using Multiple Linear Regression Analysis with SPSS software. Variables in this study include brand image, perceived quality and purchase intention. The variable will be measured using a Likert scale on answers to a scale of 1 to 5. Where from the lowest "strongly disagree" to the highest "strongly agree".

Sample

Questionnaires are distributed through Google forms and distributed directly in the field. The number of samples used in this study were 150 respondents. Respondent profiles based on demographics include: female sex more than 70%, age is dominated by 17-21 years with a percentage of more than 85% aged 18 years.

Analysis

The researcher tested the validity of the indicators using Pearson Correlation. The valid provisions of an indicator if the significance value is below 0.05 or refer to the r table, the correlation value is more than 0.1642. Test Reliability on this model to measure and reflect the construct, thereby providing a consistent measurement of each item in the instrument. Items are consistently measured using Cronbach Alpha with a condition ≥ 0.7. Testing the instrument using a validity test of 14 with Pearson Correlation values above 0.1642. This indicates that all indicators are suitable for use. In addition, reliability testing shows that all variables are reliable because they meet the Cronbach Alpha criteria. The results of the test can be seen in the table below.

4. Result and Discussion

The analysis used in this study is multiple linear regression. In this research, two regressions were conducted, where the first regression was performed on the brand image variable on perceived quality with the following equation:

$$Y = 7,961 + 0,764X_1 + 0,493X_2$$

Then the second regression is performed on the brand image and perceived quality variables on purchase intention, with the following equation:

$$Y = -0,524 + 0,408X_3 + 0,497X_4 + 0,456 X_5$$

Tabel 1. Pearson Correlation and Cronbach Alpha

Indicator	Pearson Correlation
Brand Image (Cronbach Alpha = 0,859)	
• Dominant brand (menonjol) (BI_1)	0,797
• Good reputation brand (BI_2)	0,856
• Familiar brand (BI_3)	0,756
• Trusted brand (BI_4)	0,838
Brand Awarenes (Cronbach Alpha = 0,859)	
• Unknown brand (BI_1)	0,733
• Recall brand (BI_2)	0,867
• Recognition brand (BI_3)	0,723
• Top of mind brand (BI_4)	0,868
Perceived Quality (Cronbach Alpha = 0,839)	
• UpToDate Style(PQ_1)	0,727
• Performance quality (PQ_2)	0,797
• Useful fiture (PQ_3)	0,814
• Durability (PQ_4)	0,795
• On store service (PQ_5)	0,736
• Fulfil the expectation (PQ_6)	0,714
Purchase Intention (Cronbach Alpha = 0,913)	
• Willing to search information (PI_1)	0,869
• Willing to reference (PI_2)	0,885
• Willing to buy (PI_3)	0,892
• Willing to prefer (PI_4)	0,889

There are 5 hypotheses proposed in this study. In accordance with the table above, H1 which is the influence of brand image on perceived quality shows a significance value of 0,000, which means the hypothesis is accepted. H2 which is the effect of brand image on purchase intention shows a significance value of 0,000, which means the hypothesis is accepted. H3 which shows the effect of brand awareness on perceived quality shows a significance value of 0,000, meaning the hypothesis is accepted. H4 which is the effect of brand awareness on purchase intention shows a significance value of 0,000, which means the hypothesis is accepted. H5 which shows the effect of perceived quality on purchase intention shows significant results because the significance value is 0,000.

The results of testing the first hypothesis are in accordance with the findings of previous studies which state that brand image significantly influences perceived quality. This result is reinforced by research conducted by Cretu & Brodie (2005) and Wang & Tsai (2014) concluded that perceived quality is significantly influenced by brand image. From these results it shows that consumer psychology towards something good will have an impact on their perception in assessing a thing. Converse shoes that already have a good brand image in the eyes of shoe consumers make this brand easy to create good perceptions in the minds of consumers, including perceptions in quality. This means that the better the image of the Converse brand will have an impact on the better perception of consumers of the quality of shoes produced by the Converse brand.

The results of the second hypothesis test are in accordance with the findings of previous studies which state that brand image will influence consumer intentions to buy. As with studies on Bian & Moutinho (2011), Wijaya (2013) and Manorek et al (2015) concluded that there is a positive and significant relationship between brand image and purchase intention. The Converse way to communicate its brand has been done well that has an impact on a positive image. So that consumer responses to Converse shoes become positive. The increase in the Converse Top Brand Index from year to year becomes a Converse weapon to continue to improve the brand's image. The better the image in the Converse brand will create the intention to buy products from the Converse brand.

The third hypothesis test results are also in accordance with the findings of previous studies, which states that brand awareness affects the perceived quality. As a study conducted by Aaker (1991), Nguyen (2010) and Loureiro (2013) which concluded that there is a positive and significant relationship between brand awareness and perceived quality. Consumers who are conscious of the existence of the Converse brand will have a better perception of the quality of Converse shoes than consumers who are not familiar with Converse. The level of brand understanding in Converse shoes really helps consumers to have a better perception of the quality of Converse shoes.

The fourth hypothesis test results are in accordance with previous research which states that brand awareness affects purchase intention. As Santoso (2014) Kamins and Mark (1991) did in their research on brand awareness which concluded that there was a significant positive relationship between brand awareness and purchase intention. An interest in buying Converse shoes was formed with the knowledge of the Converse shoe brand. Consumers who are more aware of the presence of Converse brand shoes will have a higher interest than people who do not understand the brand to buy Converse shoes.

The results of the fifth hypothesis test are in accordance with the findings of previous studies which state that perceived quality will influence purchase intentions. As with the Tslotsou (2006) study, Kwak and Kang (2009) and Choi & Kim (2013) concluded that perceived quality has a significant influence on purchase intentions. Good quality will be able to create consumer interest in an item. Like Converse shoes, the majority of consumers who regard

Converse as quality shoes tend to intend to buy these shoes, of course, the strong foundation of creating this perception is what influences consumers' buying intentions.

For mediation test results show that perceived quality is not able to play a major role as a mediation between brand image and purchase intention. These results differ from previous findings, Aberdeen (2016) and Konuk (2018) find that perceived quality plays an important role as a mediator between brand image and purchase intention. Converse is a brand that is favored by students in Surakarta at this time, this is found based on the data of the majority of respondents aged 17-21 years. Thus, the potential of Converse to become a better brand is still wide open. The image of the Converse brand makes consumers believe that all aspects of Converse shoes are guaranteed to be of good quality.

5. Conclusions

The analysis in this study uses Multiple Linear Regression with the SPSS program. This research develops 5 hypotheses. After conducting research, brand image has a significant effect on perceived quality, brand image has a significant effect on purchase intention, brand awareness has a significant effect on perceived quality, brand awareness has a significant effect on purchase intention and perceived quality has a significant effect on purchase intention.

In general, Converse has made good communication in providing consumer knowledge about brand image and brand awareness so that consumers have the intention to buy Converse shoes. However, consumers' perceptions of the quality of Converse are still not able to become a brand image mediator of purchase intentions. This study has several limitations on several things such as the selection of research subjects with relatively less specific coverage and the selection of research objects, where Converse shoes have various types, while in this study only using Converse brand shoes as a whole.

In terms of image creation, Converse has done well. However, this image can form diverse perceptions. This can be in the form of price perception, value perception, risk perception and quality perception. However, perceived quality carried out in this study is not able to be a mediator between brand image and purchase intention. Therefore, Converse needs to pay special attention to the creation of consumer quality perceptions from more specific communication processes that discuss the quality of Converse shoes so that the brand image that exists in Converse is able to shape consumer perceptions to think that Converse stands out in terms of quality. In addition, Converse shoes need to find a brand ambassador with an image that matches Converse's identity. This will strengthen the image of Converse shoes. Companies must continue to create a positive image of the company through an attractive marketing, promotion and advertising strategy, the company must be able to create special advantages to be different from its competitors.

Companies must continue to be consistent in communicating their products. Conducting stronger promotional activities either through internet media, television advertisements or at some shoe exhibitions. Intensifying the procurement of events for the introduction of Converse shoes, showing an interesting side to Converse shoes, posting positive reviews on YouTube, collaborating with YouTube reviewers and public figures to form a positive image, creating interesting content on Instagram and YouTube channels, such as series, tutorials, etc. Maintain and improve the quality of existing Converse brand shoes, continue to develop new types, expand and multiply online store services, increase service life, improve colors and materials and even provide a longer warranty. Thus the intention of consumers to buy Converse shoes based on quality considerations will be even greater.

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